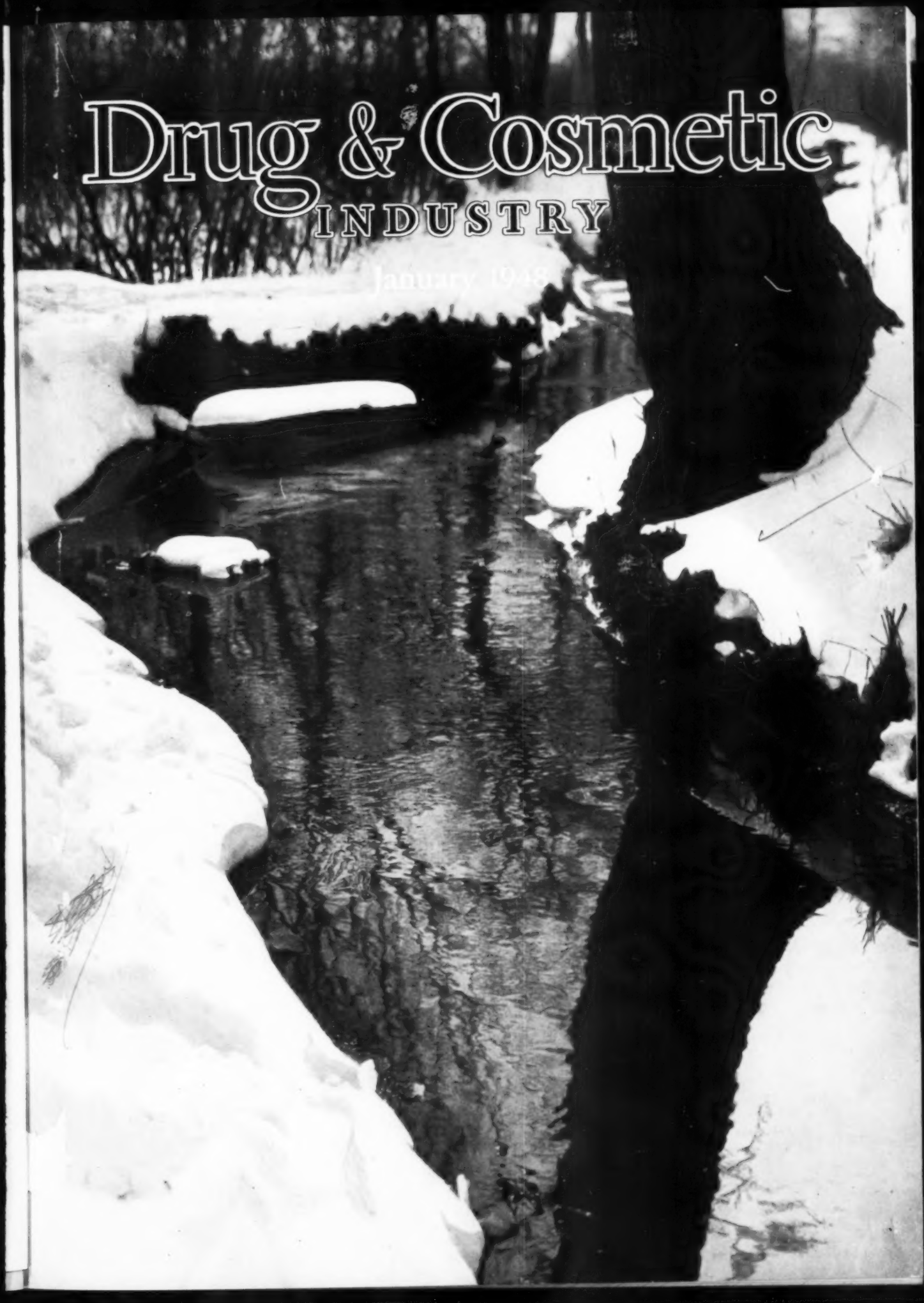
Drug & Cosmetic INDUSTRY



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Drug & Cosmetic INDUSTRY

JANUARY 1948

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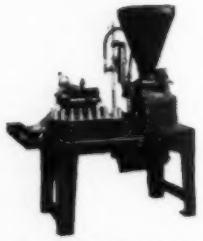

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"—and another thing—Did you know that monoisopropanolamine and diisopropanolamine are good as intermediates in making synthetic detergents?"

KEEPING POSTED

Plea to Keep Prices Down

MEDICINE makers were urged to "do our share in keeping prices down" by Dr. J. Mark Hiebert, vice-president of Sterling Drug Inc., participating in a panel discussion on medical marketing before the American Pharmaceutical Manufacturers' Association.

"At this minute, we have no allocation or price control problems, and materials are in greater supply than they have been in some time," Dr. Hiebert said, "but we are faced with new and perplexing problems in adjusting ourselves to an inflationary economy.

"In spite of increases in wages, materials and living costs, let us resolve to do our share in keeping prices down. More efficient management, better marketing, disallowance of waste, elimination of duplication, more efficient manufacturing operations—these and other things well done can help us to honor this New Year's resolution."

Discussing medical marketing, Dr. Hiebert said that the manufacturers first consideration was "to give a new product an opportunity to succeed." Without withholding important medical discoveries from the public for business reasons, he urged concentration on comparatively few major introductions each year. In this way, he pointed out, the money available for promotion can be more intensively and intelligently used. Further, he said, too many introductions each year serve "only to confuse the physician, the wholesaler and the druggist."

Dr. Hiebert disclosed a technique of "promotional research" which he has used over the years. After basic laboratory research and product development, and after clinical testing, he recommended that the product be distributed to about 100 leading physicians throughout the country. From these leading physicians, whom he described as co-workers, additional clinical data may be obtained on a mass basis. These physicians are glad to cooperate, he said, because they "contribute to medical progress while winning prestige as leaders in their own communities for their pioneering."

"We, in turn," he concluded, "acquire a further understanding of our product, enabling us to market it more intelligently to the entire medical profession and to fulfill our social obligation to bring its benefits to the public."

Intricacy of Medicinal Production

IN ACCEPTING for Merck & Co. the Award for Chemical Engineering Achievement, Merck President George W. Merck pictured the change in the manufacture of medicinal chemicals. Said Mr. Merck:

"Before the turn of the century the manufacture of most medicinal chemicals was still a fine handicraft, involving simple batch-type equipment. Today the production of streptomycin in our plant requires many buildings connected by a maze of piping and surrounded by tanks and tracks. About the plant are conglomerations of apparatus and columns, such as are familiar to all who pass by a petroleum cracking plant. Here, brought from mass-producing industry to the manufacture of medicines, is the result of modern chemical engineering science; here we see the alchemist's still and retort raised to an industry that takes hundreds of tons of raw materials through intricate processes to produce fine, pure chemicals. Through the aid of chemical engineering, we have been able to make available to the public quickly and at low cost, the results of the invention of streptomycin by Dr. Selman A. Waksman. Today, only through the teaming of men, through groups working with other groups, have we been able to bring about the high development of the art and science of making fine chemicals. In the case of streptomycin, from the isolation of the active principle by the soil-biologist, to final tests prior to commercial debut on the world markets, many types of scientific services and skills were needed. Along with, and in teamwork with chemical engineers must be mentioned microbiologists, geneticists, biochemists, and chemical specialists of all types, physicists, mathematicians, and statisticians, plant engineers, pharmacologists, clinicians, and hundreds of plant and office workers, to say nothing of the integrated teamwork of corporate management.

Kolodny on Wage-Law Changes

OPPOSITION to any change in the Wage-Hour Law affecting the hours of work of salesmen and driver-salesmen, and salaries of executives and administrative personnel, was voiced before a Committee of the Wage and Hour Division of the U. S. Department of Labor, by Joseph Kolodny, President of the National Association of Wholesalers.

Stressing his conviction that proposed limitations to forty hours a week for salesmen and driver-salesmen would create a business impasse, Mr. Kolodny stated that any further restrictions on them would cause considerable misunderstanding, "due primarily to the impossibility of accurately accounting for the hours spent."

Mr. Kolodny, who stated in his testimony that he represented the National Wholesale Druggists' Association, the National-American Wholesale Lumber Association, the Motor & Equipment Wholesalers' Association, the National Wall Paper Wholesalers' Association, the American Coal Sales Association, and the Wholesale Dry Goods Institute, urged that there be a clarification in the Wage-Hour Law with respect to the definition of "executive employees" in order that it may conform with the definition of supervisory employees in the present Taft-Hartley Law. He pointed out that it was vitally important that the definitions of persons who "exercise discretion and independent judgment" be the same in both laws, and that employees who are exempted from provisions of the Wage-Hour Act be the same as those who are excluded from union contract coverage under the Taft-Hartley Law.

Dental Study

REDUCTION in the consumption of sugar and the application of a solution of sodium fluoride to the teeth of children are the most effective known means of reducing dental decay which afflicts nine out of ten persons, a group of scientists have reported in the Journal of the American Dental Association.

The scientists have challenged a number of popular misconceptions regarding cause of dental decay, pointing out sickness, nutritional status has no significant bearing on the process of decay.

"In fact, several reports reveal that malnourished persons have a decreased incidence of dental caries."

The belief that pregnancy and lactation cause decay was also attacked, and they questioned the theory that emotional upsets may influence decay of the teeth.

In regard to sugar, the scientists said, "studies by a number of investigators indicate that the restriction of sugar, either refined or natural, is effective in the control of dental caries. Moreover, the restriction of sugar will improve the dietary, provided the caloric intake remains adequate. The harmful effects of sugar, are not reduced by the addition of either vitamins or minerals."

The group reported that topical (local) application of a solution of sodium fluoride to the teeth of child patients has reduced dental decay by an average of 40 per cent. However, they described the use of foods and other preparations for home use containing fluoride salts as inadvisable and pointed out that evidence is still incomplete on the fluorination of domestic water supplies as a means of reducing dental decay.

Schering Reduces Hormone Prices

IN THE fourth price drop for hormones within a year Schering Corporation has lowered by 25 per cent the cost of two vitally needed hormones, Pranone and Proluton.

These latest reductions are a result of economies gained from greatly expanded production facilities and new manufacturing techniques in the Schering plants.

Francis C. Brown, president of Schering said these decreases in cost are part of the company's program designed to make potent hormones available for the treatment of many more persons in need of their benefits. Pranone and Proluton, pregestional hormones, are employed to protect pregnancy. Many thousands of potential abortions have been carried successfully to term through their effective use.

Perfume & Cologne Still Admitted by Canada

CANADA in an effort to conserve Canadian foreign exchange resources has clamped down on the importation of a number of items including toilet soaps, cosmetics, cigars and cigarettes, but alcohol preparations such as perfumes and colognes are not included among the toilet preparations that may not be imported into Canada under the embargo. However should there be a heavy flow of such products into Canada, they may be tacked onto list of items now under import ban.

Connecticut Firm Seized as Alien Property

ATTORNEY General Tom C. Clark has made known the seizure of the stock of P. Beiersdorf & Company, Inc., Stamford, Conn., as property of the United States owned by Beiersdorf, A. G., Hamburg, Germany.

Mr. Clark said the government's action was taken under the terms of the Trading With The Enemy Act.

David L. Bazelon, Assistant Attorney General in charge of the Office of Alien Property, Department of Justice, said that the German interest in this property had been "cloaked" by fictitious sale to a national of Switzerland. The property was seized after exhaustive investigations by the government in Germany, Switzerland and the U. S.

P. Beiersdorf & Company, Inc., is a holding company for patents and trade-marks which belonged originally to Beiersdorf, A. G. The trademarks cover a number of drug products including Nivea skin creams and soaps, Elastoplast and Mediplast elastic adhesive bandages and plasters, Aquaphor, an ointment base and Aolan, a sterilized defatted cow's milk. Assets of the corporation are estimated to be about $233,000.

Mr. Bazelon said the interest of the parent firm in stock affiliates in France, England and the Netherlands was also seized. The stock in the three affiliates, together with other property, is held by an American bank as collateral for a loan.

FTC Closes "Feen-A-Mint" Case

THE Federal Trade Commission has closed the case growing out of its complaint charging White Laboratories, Newark, N. J., and its advertising agency with misrepresentation in the sales of "Feen-A-Mint."

The complaint charges that advertisements were false because of failure to reveal that the inclusion of phenolphthalein might be dangerous to persons with particular symptoms. But the case was dropped after a consideration of a petition by White Laboratories and it was ruled that "no warning as potential danger need be placed in the advertising."

Rand Sees High Sales in 1948

AN OPTIMISTIC 1948 outlook for chemical sales has been forecast by William Rand, president of the Monsanto Chemical Company with continuing heavy demand for drugs, soap, and heavier chemical consumption by the automobile, steel and petroleum industries.

Monsanto, he declared is continuing its expansion program anticipating a sustained consumer demand for its products. It feels that construction is advisable now rather than waiting for a reduction in building costs.

The export market for 1948 is still obscure. Diminished or exhausted dollar reserves abroad will cause a sharp decline in chemical shipments compared with 1947 unless the Marshall Plan, or some other economic relief measure, provides the distressed countries with needed purchasing power.

As regards prices, increases in the chemical industry have not been drastic, with the possible exception of products derived from vegetable sources. However, some upward revision may be necessary if the rising trend of construction costs, labor and raw materials, is not halted.

Scented Nail Polish

A NEW YORK cosmetic house is putting on the market what it claims to be the first nail polish to be scented. The scent is said to last about twenty-four hours after application.

Extending Man's Life Span

DR. EDWARD L. BORTZ, president of the American Medical Association in a speech climaxing a one-day scientific program sponsored by the American Pharmaceutical Manufacturers' Association honoring of the A.M.A. in recognition of its contributions to public health in the field of medical research, predicted that with "medical research facing a golden era," man some day will attain an average life expectancy of 150 years.

In his address Dr. Bortz said that if the living cycle for the human body should follow the same maturation curve of evolution, development and senescence as that of the lower animals "it would seem that premature deterioration is an all too common condition today."

"As an example, a dog is full grown physically at two and has an average life expectancy of twelve years. At one and a half years of age a cat is full grown and has an expectancy of 10 years. At four years a horse is full grown and has an expectancy of 25. According to this if man is physically mature at 25, then he should have an average normal life span of 150 years.

"If this is an observation of value and represents the potentialities of natural existence, then man still has not nearly approached the optimum or the possible life span, since he averages only 68 years of age.

"Never before in the history of science has there been an inviting field of such promise for gaining clearer insight into the mechanisms by which life is sustained."

Dr. Bortz stated that with social unrest increasing all over the world, "one of the beacon lights on the horizon is the torch which medicine carries."

"The scientist's love of learning has paid rich dividends in behalf of man's life extension. He has increased his life span some 30 years during the last century. He has uncovered startling facts concerning himself and his disorders. Man can now escape scarlet fever, small pox, syphilis and typhoid. He need not die today from pneumonia, nutritional deficiencies, and many ordinary infections that previously were so devastating.

"Society has been interested in industrial progress, and had spent 15 times as much each year for research in this field as has been spent for research in medicine, yet man has, within the last century, brought about a clearer understanding of his physical infirmities and those adverse circumstances which cut short his existence, than in all all previous recorded time."

The A.M.A. president declared that vascular degeneration is one of the major challenges facing science today.

"From hardening of the arteries and high blood pressure some half million lives a year are being destroyed. Vascular emergencies such as coronary occlusion and cerebral thrombosis are increasing in number.

"There is no essential relationship between the ageing process and vascular degeneration. The latter is a pathological condition. As such it is a deviation from the normal, and control measures will be available when a clearer understanding of the basic pathological physiology is brought about."

Europe to get Medical Aid

APPROXIMATELY $4,000,000 of the interim aid for Europe authorized by Congress will be spent for medical supplies, primarily for penicillin and streptomycin, Secretary of Commerce W. Averell Harriman told the Senate Appropriations Committee. Mr. Harriman said the amounts requested will have no appreciable effect on the domestic availability of the items bought.

Although neither penicillin or streptomycin is in a completely easy position, there is a sharp trend upward in production and it is expected that exports will be held to a reasonable proportion of the total.

"In the recipient countries, lack of food, fuel, sanitary supplies, and facilities make the maintenance of health standards well-nigh impossible. The need for these medical supplies is immediate and urgent," Mr. Harriman told the committee.

Quinine Controls Ended

REMOVAL of all Government controls over quinine except those covering export is announced by the Office of Materials Distribution, Commerce Department.

At the same time, OMD said that its distribution and end-use controls over Cinchona bark and quinidine bought from Government stocks "remain in force to assure availability of the limited supply of quinidine for treatment of cardiac disorders."

Industrial Center Planned

EXPANSION of warehouse and plant facilities since the end of the war has been a pressing problem for many concerns, and lately has become even more of a nut to crack than ever before because of soaring building and material costs.

To further complicate the existing picture facilities and even those newly planned were found to be in areas where labor is costly and building space at a premium. Joseph E. O'Gara, an industrial broker in New York has come up with what seems to be a solution to the problem in the formation of a new industrial center near New London, Conn.

New London, Mr. O'Gara claims has some 30,000 skilled and unskilled workers in all types of trades and like a number of communities wants them to stay there rather than seek employment elsewhere. Consequently business men of the city have selected a 250 acre tract on the Boston Post Road to be developed into an industrial terminal.

One story buildings of the latest design and any size are to be built to the specifications of prospective tenants. Because of the non-profit nature of the project the rents charged will average only fifty cents per square foot and will decrease greatly in later years.

Drs. Tainter and Bellamy Elected to N. Y. Academy of Sciences

DR. MAURICE L. TAINTER, director, and Dr. W. Dexter Bellamy, research bacteriologist, of the Sterling-Winthrop Research Institute, have been elected to Fellowship in the New York Academy of Sciences for outstanding contributions to their respective fields.

Both the Sterling-Winthrop scientists honored have been invited to address conferences at the Academy. Dr. Bellamy will speak February 9 on "Changes Accompanying Development of Resistance to Penicillin." Dr. Tainter is organizing a conference on new synthetic analgesics May 14-15.

The New York Academy of Science is the fourth oldest in the country and has more than 4,000 members.

Kefauver To Run For Senate

ESTES KEFAUVER, representative in Congress from the Third District of Tennessee has announced that he will be a candidate for the U. S. Senate in the Democratic primary of 1948.

Kefauver long a stalwart supporter of Fair Trade has the endorsement of the Chatanooga Retail Druggists' Association for the Senate, and it is recognized that he will have general support from the small businessmen of his state.

Gillette Buys Toni Company

J. P. SPAN, Jr., president of Gillette Safety Razor Co., has announced that his company has purchased all the stock of The Toni Company, manufacturer of the Toni Home Permanent Wave Kit and Creme Shampoo.

Mr. Spang disclosed that the acquisition was a cash transaction involving neither an exchange of stock or public financing. The purchase price for Toni stock was fixed at $8,000,000 plus the true net worth of the Toni Company on December 31, 1947 as determined by audit. Net worth is estimated in excess of $4,000,000. A total of $11,500,000 cash was paid by Gillette on January 2 and the balance, less a reserve for contingencies, will become payable on July 1, 1948.

As a further part of the purchase price, Gillette agreed that when Toni's earnings after taxes under the Gillette ownership shall have aggregated $8,000,000 which will represent the major part of Gillette's initial investment, Gillette will pay to the sellers additional sums to fifty per cent of Toni's subsequent earnings after taxes to a total of $8,000,000.

Lag in Soviet Pharmaceutical Production

RIGHT after the Soviet Pharmaceutical Industry reported that it has fulfilled its 1947 production schedule ahead of time an open letter was addressed to two Soviet Cabinet ministers complaining of a lack of essential drugs and medicines in drug stores.

The letter, asking why such conditions prevailed was published in the trade union newspaper "Trud" and was written by T. Zheldina, a Moscow first-aid doctor, and was addressed to Yelim Smirnov, Minister of Public Health, and to Andrei Tretyakov, Minister of the Pharmaceutical Industry.

The problem, it was reported, is such as to affect every doctor. In his daily practice, a doctor often finds that some frequently used medicines are not in drug stores. As a result, sick person does not always receive proper medical treatment.

The letter went on to point out many examples, saying that many Russian doctors know very well that it is useless to prescribe pilocarpine, atophan or petrolatum. Prescriptions in most cases remain in the sick person's pocket because the medicines are not in the drug stores. This despite the claims of the Soviet pharmaceutical industry.

It is similarly useless to prescribe intravenous injection of glucose because glucose in ampules is rarely to be found. It is almost impossible to obtain calcium chloride for internal injections, though often this is most necessary.

Sulfa drugs and penicillin, are obtained only with great difficulty. Strychnine is not always available in ampules, and there is no carbolic acid.

It is also claimed in the letter that the prewar quality of medical accessories is still far from restored. There are few hot water bottles and vials, and these spoil very quickly.

During the war there was not always enough bandages and cotton in drug stores. At the time this was natural and understandable—the front had priority on all supplies. But the war is long over, and bandages and cotton along with many other items are in short supply to this day.

CED Wants Cosmetic Tax Killed

ELIMINATION of the cosmetic excise tax and the excise taxes on almost all other products early in the 1950's was recommended by the Committee for Economic Development last month in a report of a special subcommittee assigned to study over-all tax problems confronting this nation. Members of the subcommittee are: Chairman J. Cameron Thompson, president of Northwest Bancorporation, Minneapolis; Marion B. Folsom, treasurer of Eastman Kodak Co.; John D. Biggers, president of Libby-Owens-Ford Glass Co.; Ernest Kanzler, board chairman Universal CIT Credit Corp.; Raymond Rubicam, chairman of CED's Research and Policy Committee; Beardsley Ruml, board chairman R. H. Macy & Co.; James F. Brownlee, Fairfield, Conn.; Wayne C. Taylor, Washington, D. C. The subcommittee said that excise taxes, with the exception of those on alcoholic beverages, tobacco, and gasoline, should be abandoned as the only means by which lowest income groups who now pay no income taxes could share in a general tax reduction. The proposals would eventually cut excise revenues nearly 50 per cent or four billion dollars.

NWDA April Meeting in Palm Beach

THE NATIONAL Wholesale Druggists Association has announced that a special meeting will be held April 3, through 7. The meeting is being held in two hotels, The Palm Beach Biltmore and the Whitehall. Officials of the Association point out the fact that the American Pharmaceutical Manufacturers Association is holding its spring meeting at the Hotel Nacional in Havana, Cuba. April 12 to 14, the week immediately following the NWDA meeting at Palm Beach. Charles Wesley Dunn, general counsel, and the officers of the A.Ph. M.A. are planning to elaborate Latin-American meeting and have cordially invited NWDA members to attend.

Here's Morgan

THE makers of Rayve Creme shampoo and Hedy Wave Home Permanent will join the battered group of advertisers that have at one time or another sponsered Henry Morgan on the radio.

The uninhibited Morgan starts January 29 on a program beating the drum for the products of Standard Laboratories. From time to time the new sponsors may wince at the methods of Morgan in selling their products. But we are inclined to believe that shampoo manufacturers are a hardy bunch and will end up with a lot of shampoo moving off their shelves.

The Third Round

IN AN article on potential wage increases, H. Geddes Stanway, consultant on wage and salary programs, points out that in the next few months business and organized labor executives will square off for the third round since the end of the recent world war.

The problem, as such, developed subsequent to the last two rounds of increases in saleries and wages and the skyrocketing of prices, has taken on new significance. Congress has been handed the hot potato so that under the glaring political arc-lights congressmen need have no trouble in finding out what labor is thinking since its many publications do not mince words about the coming demands.

There is every evidence that round coming up will shape up as the strongest endeavor yet on the part of labor to attain its objective of winning its demands.

"Union leaders themselves have been plaguing the government to do something about the rising prices. They themselves fear that a third round of increases might just be the straw that will break the camel's back. But the rank and file in recent weeks have brought heavy pressure on their leaders to take action for increased earnings.

"Management appears to be content to play its cards in the usual "wait-and-see" plan of strategy. But it seems to overlook the fact that not only is labors' leadership scouring companies' financial reports but so is the rank-and-file. Many such year-end reports have drawn banner headlines because of their history-making high profits, and these will be a major factor in the case for the new wage demands.

"Management should plan to break down these financial statements to illustrate the distribution of the sales dollar for employee consumption. Those managements who have followed this practice attest to its material aid in wage negotiations and employee-employer relations.

"It is hard to say what the government will do in this all-important election year. However there is some indication that the administration and congress jointly will take some action along such lines as have been set forth by the President's Economic Advisory Council, by cracking down on price increases and wage increases simultaneously.

"Business is aware that the problem is not only the question of wages and prices but is also the question of the ability of free-enterprise system to function wholly uncontrolled. The government in finding the solution to the problem might well be forced to admit failure in abandoning controls in favor of free enterprise, and attempt solution by application of controls. This is something neither labor nor management wants."

Booklet on World Chemical Developments

WORLD Chemical Development, 1940-46, Part I, covering chemical development in most countries of Europe and the British Commonwealth, has just been published by the Office of International Trade, U. S. Department of Commerce.

This booklet resumes the service of annual reviews of chemical developments throughout the world which was issued from 1933 to 1939 and discontinued during the war.

The war and postwar reconstruction programs have led to many developments in the chemical industries which are reported in the present booklet. Difficulty in obtaining information from some areas still suffering from the effects of the war made it advisable to issue the material in two parts instead of postponing publication until all countries could be covered in one volume, OIT said.

Part II, containing information on developments in countries not included in Part I will be issued within a few months. The present booklet is available from the Superintendent of Documents, Washington 25.

THE CONSUMER BE SERVED

By PAUL H. DOUGLAS, President
Toilet Goods Association

• *In his annual article written for the January issue of BEAUTY FASHION, Paul Douglas, president of the Toilet Goods Association, lays major stress on improved manufacturer-retailer relationships necessary to meet the new increased competition and increased costs. His suggested program along these lines is of interest to all manufacturers in this field.*

WE CAN make the year 1948 the soundest year in our history.

This accomplishment is going to take more than desire. Success this year will be achieved by those manufacturers who realize that energy, courage and resourcefulness, coupled with knowledge gained through experience, must replace wishful thinking. 1948 must be approached with a determination to deliver a full measure of value and service to those to whom our industry must dedicate itself—the consuming public—and our consuming public is practically the entire population of the United States, 140,000,000 men, women and children. This is the richest, best educated and best groomed group of people the world has ever known. Their present record income is so divided that it not only provides the greatest but the best distributed potential dollar sales per capita in history.

Today's condition creates tremendous competition for the consumer's dollar. We can share the purchasing power in direct relation to the value we deliver —value measured in quality and usefulness of our products plus that extremely important intangible, the feeling of self-satisfaction and well-being imparted by their use.

There are three major factors—government, manufacturers and retailers; each having within itself the means of making a major contribution towards the welfare of our industry. The objectives of these three factors should be and actually must be the maximum service to the consuming public. What contributions should reasonably be expected from each?

First, let us consider government's interest in our business. We will all grant the need of revenue to operate our country in a sound, safe and effective manner. Through corporation and income taxes we as organizations and individuals deriving our livelihood from industry contribute our full and fair share towards this expense. This is right and as it should be.

The collection by the government from our industry of an additional 20 per cent off the top, or nearly $95,000,000.00 per year is not right. When one considers that this $95,000,000.00 is practically net income, ordinary overhead of government having already been covered by the usual run of taxes, one can readily realize that government's profit from our industry actually exceeds that of either the manufacturers or the retail distributors. The fact that our sales to the consumer in 1947 may closely approximate the $700,000,000.00 sold in 1946 can never properly be used as a justification for the continuation of this highly discriminatory tax.

With national income at an all-time high, with better than 60,000,000 of our people gainfully employed, the sales of the products that we manufacture should have shown a material increase. The fact that they did not do so clearly indicates a resistance on the part of the consuming public. Let us grant that today's high living costs have created an intense competition for that portion of the consumer's dollar remaining after the purchase of food, clothing and shelter. It is a herculean task to try to deliver attractive merchandise of sound value to consumers who must pay $1.20 for each dollar's worth of merchandise.

Each advertisement that appears, whether run by the manufacturer or the retailer, has to sell a product plus a tax. To give the consumer the value he has a right to expect a dollar item would have to be priced at 83⅓ cents—under any circumstances a practical impossibility, and today the equivalent of economic suicide. It is my honest opinion that the effectiveness of every dollar spent in sales promotional and advertising effort is reduced by nearly 50 per cent. This in itself constitutes a tremendous economic waste—the continuance of which is without justification under today's circumstances.

We must continuously bear in mind the fact that this tax originated in 1932 during the depression as an emergency measure. In 1941, the last year of a 10 per cent manufacturer's sales tax, it was producing about $7,000,000.00 revenue and causing expensive and seemingly endless litigation. In 1941 it was changed to a 10 per cent retail sales tax. In 1943 the rate was raised to 20 per cent as a war measure. Today there is no justification for the continuation of this tax on our products as a war measure.

The report of the Treasury Department issued on October 6, 1947, clearly recognizes that the 20 per cent excise tax on toilet goods falls heaviest on the low and middle income groups. Unlike the fur and jewelry taxes it is an unavoidable extra burden on the pocketbooks of the masses. This same report also recognizes timing in the removal of the tax to be of utmost importance, and while the report does not say so in these exact words, it is a potent argument for the change or removal of the tax in the shortest possible time after the passing of a revision of the Revenue Act. The total elimination of this tax would be the greatest single contribution towards the welfare of our industry that could be made.

Let us examine the role of the Federal Trade Commission with regard to our industry. Recent activities of the Commission may readily result in a drastic change in our established methods of distribution.

Over a year ago the Commission started collecting data to determine whether or not it would be advisable to hold an industry conference regarding a set of Trade Practice Rules for our industry. The conference was held in May. It was extremely well attended and lasted two days. Everyone had an opportunity to express his views regarding a group of rules which had been suggested. Since that time the Commission has been attempting to prepare a set of rules to present to the industry for final consideration. There is every reason to believe that they have worked diligently and sincerely at this task. The study of the information gathered by the Commission has resulted in changing the opinions of certain very important people regarding the status of our products. Today they realize that we are dealing in actual necessities of life as we know it. They are faced with certain court decisions that seemingly demand a mathematical formula to be applied to all promotional and co-operative effort. Many of the established practices of our industry take into consideration certain intangible factors that can only be measured or evaluated by knowledge gained through experience. At best the evaluation can only be an approximation.

The Robinson-Patman Act is contained in four small pages. It is a dictum for the conduct of a nation's commercial life. Its brevity precludes adequate consideration of the necessities of individual industries. One phrase "proportionately equal" continually recurs, but within the Act there is no definition of that phrase, nor has it been clearly defined in any set of rules issued for any industry. It is a tough problem. Let us confine criticism to those elements within the Commission who have adopted "a pound of flesh" attitude and lend every measure of support to those who are sincerely trying to produce a reasonable solution to a very complex problem.

By the time this is published the proposed Trade Practice Rules may have been circulated. Let us hope that they are of such a nature as to encourage their acceptance and enable us thoughtfully to make whatever adjustments may be necessary so that we may then proceed to devote all our energies to increasing the service we render to the consumer, thereby assuring the continued healthy growth of our industry.

Taken as a whole the manufacturers in our industry may be truly proud of their record. With the exception of certain items where imported essential oils form a major element in the cost, prices have remained practically unchanged. The majority of our products are under fair trade, and a recent survey indicates that if a person purchased one of every item the total increase in cost for the period from 1939 to June 1947 would be 3.2 per cent plus the amount of taxes collected. This in the light of acknowledged materially increased costs of everything going into the manufacture of our products, increased wages, increased freight rates, etc., can be translated as follows—the manufacturers have chosen to utilize the savings occasioned by increased volume to offset these increased costs. In fact, they have gone beyond that to the extent that the over-all dollar profits of many houses are materially below those which they formerly enjoyed on much lower annual volume.

Unfortunately, costs are still going up. There is current talk of a third round of increased wages. This presents an extremely difficult situation that each

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Steps in the preparation of influenza vaccine at Sharp & Dohme, Philadelphia, are shown here. At the left, eggs are inoculated with influenza virus while above impurities are dissolved away from the vaccine in the bags by dialysis. The impurities pass out of the sterile cellophane bags into the tank of salt solution surrounding them. All of the operations are performed in special rooms, protected by the liberal use of disinfectant and ultra-violet lights.

Essentials of Productive Detailing*

By T. H. JONES

WHEN we talk about "Detailing" we are actually talking about selling. A successful detail man proudly thinks of himself as a salesman, for he knows he *must* sell the physician on the therapeutic usefulness and dependability of his firm's products. If we accept, as we should, that successful detail men are good salesmen, we should also be willing to accept that good salesmen can be good detail men. When some of your representatives tell you that they cannot both detail and sell, you can tell them that this combination job is being done successfully by many men every business day.

Essential steps in productive detailing are:

The first step is to make sure that products are right. The best selling effort in the world, supported by the best advertising effort, will not hold the market for poor or inferior products.

If your sales volume is not what you would like it to be, think first about your products. If they are not as good as the competition, begin at once on improving them. If the products you are offering are not in step with modern therapeutics, begin at once to remedy this fault.

When you are sure that your products are right, then you are ready to think about the second step.

The second step is organizing the promotion effort. Successful sales promotion in the ethical pharmaceutical industry depends on properly planned and intelligently used advertising, plus personal calls made by a representative on physicians, dentists, veterinarians, podiatrists, hospitals, surgical supply houses, wholesale drug houses and retail pharmacists. Advertising paves the way for the salesman. It plants the seed, adds the fertilizer, and conditions the soil so that a good salesman can move in and reap the harvest.

Note that I said a good salesman can reap the harvest. It is important that you remember this. The success of your business will depend largely on your ability to select and devlop a high-quality, industrious, representative staff. Poor representatives in the field not only reflect unfavorably on the firm employing them, they cast an unfavorable light on all members of the industry. An untruthful braggart closes the physician's door not only to his own firm but frequently to representatives of other firms. Let me illustrate this by a personal experience.

It took three days of effort on my part with the chiefs at the Mayo Clinic to obtain permission to contact the physicians that I desired to interview, because a representative of another firm had broken a promise. This promise-breaker had closed the door not only for his own firm but for others as well; the business manager of the clinic told me he had issued an order on the authority of the chiefs of medicine and surgery that drug salesmen were not to be seen by any of the clinic doctors. Several times during my career in the field I had to suffer because of the boorish, tactless behavior of some competitor's representative.

Give more thought then to the selection of your representatives. Take time to interview them carefully—make sure that you do a proper job of investigating them. Develop an application blank that will tell you something—use sales aptitude tests as another tool in the selection process, and get a character and credit reference before you make the decision to hire or not to hire.

Step three in the process is the proper training of your representatives. I will wager a bottle of good Bourbon that some of you have men in the field who are not properly trained. They do not know their products. They do not know how to present them to physicians—they do not plan their work, and then work their plan—they are not cooperative—they fail to send reports in on time, or they make it next to impossible for anyone to read the reports they do send in.

The men who are responsible for the fact that conditions of this kind exist are the sales managers. Napoleon is credited with having said, "There is no such thing as a poor regiment without a poor colonel in command." We can apply this to saleswork and learn that the ineffectiveness of a sales staff is largely chargeable to the inefficiency of the sales manager.

Men can be taught how to sell if they have any aptitudes for selling, and if they do not have aptitudes for selling they do not belong on your staff. The job of teaching them is one for management. Money

(*Continued on page 125*)

*Address at Parenteral Drug Association Dinner, December 12, 1947

Cosmetic Consumption

As THE toilet goods and cosmetics industry makes its annual contribution of approximately $850,000,000 to the American national houshold it is in turn affected in one manner or another by the well-being of its customers and by those from whom it buys or with whom it competes for a seat at the national dinner table.

For better or worse it must share in the nation's prosperity or decline. National purchasing power, the competitive demands of other industries, high production costs, labor shortages, difficult access to materials, national policies, spontaneous or engineered popular conceptions or misconceptions supply an ever present interplay of forces. Powerful as they are they remain outside the control of the cosmetic industry.

The continuous rearrangements of these kaleidoscopic segments of the national economic life make a fruitful study for the members of every industry. It has its special uses, however, in the case of cosmetics because of their ready response to economic and psychologic changes.

Looking at the cosmetic industry from this angle it is interesting to see how it has reacted, resisting or responding in turn, to the various inter-connecting trends that have characterized the economic life of the nation in recent years.

Purchasing power, as it is now more generally understood, is not just national income turned into consumer expenditures. It has a different meaning in fact for different industrial groups and individual merchandisers. In the case of cosmetics its range is limited by the very definite boundaries set by considerations of necessity, superceding needs, fashion and habitual usage.

Taxes, living costs, the greater attraction of other luxuries or semi-luxuries are narrowing the expense-share of cosmetics within the family budget.

Income as it affects the consumption of cosmetics is not the actual volume of the national income, therefore, but only that part of it that is left to the consumer after he has taken care of his necessity expenditures. Allowance must also be made for the fact that part of the cosmetic purchases are "necessity" and that the proportion of necessity to luxury purchases of cosmetics differs with the changing character of the national income and well-being.

Necessity played a larger role in cosmetic purchases during the war, for example, than it has probably done more recently.

Confining the term "income" to that part of the consumer's earnings that remains available to him for his "luxury" expenditures, this income margin has grown steadily since its low point at the depth of the 1932 depression. Exceptions are a short decline in 1937 and another one during the year 1946.

Following the 1937 recession toilet goods consumption took a short drop in 1938 but recovered quickly during the next year. Toilet goods sales rose however in 1946 in spite of the decline of purchasing power. Obviously other causes than a temporary deflection of the purchasing power curve were at work, highlighting the interdependence of the cosmetic market and the general economic energy of the nation.

What were they? The necessity factor of the demand for cosmetics, submerged for a short period immediately following the ending of the war, gained new strength as employment resumed a renewed upward course in 1946.

Admittedly employment of women which had been responsible for the rise in the demand for beauty preparations during the later part of the war, dropped from its midyear 1945 high of 19,600,000 to 16,000,000 by the end of the year. This however did not lessen the essential purchasing support of the cosmetic counters.

As women went out of industry, more men returned. Only two months in 1945 (September and October) showed an actual decline in the employment of men. Rising from a low of 33,200,000 men-employment reached 42,000,000 in 1946 and went to 44,000,000 in 1947. Women employment made a partial recovery only. It stood at 17,000,000 in 1947.

Women being the dominant factor in the demand for cosmetics, it can be assumed that the impetus of the accumulated war-time purchasing power of women, supported by the increasing earnings of the large number of men returning to industry, was sufficient to raise the 1946 cosmetic demand above the real needs of the rank and file of customers. As a matter of fact the cosmetic sales curve returned again to a more normal aspect in 1947 as purchasing power reversed

its short downward trend and regained its 1945 average.

The effect of these changes in purchasing power upon cosmetic sales can be seen in the following figures, comparing "luxury purchasing power" and the annual consumption of cosmetics on the basis of the Index of Purchasing Capacity frequently used in the statistical studies of this magazine.

	Index of Purchasing Capacity (1923-25=100)	*Sales of toilet goods and cosmetics*
1944	*148.0*	*$707,449,000*
1945	*155.1*	*805,279,000*
1946	*150.5*	*850,000,000*
1947	*154.6*	*835,000,000 (appr)*

The cosmetic industry can itself do nothing about national employment and the ratio of women employment. It must accept either, even if low employment should ultimately reduce cosmetic sales or if a high employment rate spells prosperity.

As we get away from the war years, new economic and social forces begin to shape the course of the cosmetic business and the character of individual products. Apart from the arrival of new and formerly not known materials there is the fact that women in industrial employment or war service during the war years have, by no means, turned themselves entirely into women of leisure at its end. A larger proportion of women have permanently entered the industrial and business labor force than was the case in prewar days. While they carry on the cosmetic tradition of the war period on their side, those that have returned to the home are more often than not compelled to attend to their household duties themselves, owing to the growing servant shortage. Their novel cosmetic requirements, similar to those of their working sisters but yet different, provide a new source of income for the industry.

The full scope of these social adjustments and their effect upon the creative work of the cosmetic laboratories can not yet be fully appraised. No one can close his eyes, though, to the immensity of the cosmetic problems that still wait for a solution. Witness the progress made in cosmetics for the hair, face cosmetics, the growing demand for general utility cosmetics and similar more recent developments.

Excepting isolated instances the cosmetic industry has been comparatively free of late of the hindering effects of the several "isms" that used to interfere with its natural growth in the past. Of course, there will be at all times persons, public and semi-public bodies and self appointed guardians of the public good who cannot be happy unless they control the habits of silently suffering citizens. Because of the lack of a really reliable barometer it is impossible to measure correctly the influence of these movements upon the consumption of cosmetics. It has been severe during some periods of the history of American morals but has lifted progressively in recent years.

However while the morale ingredient has declined as a factor in the demand for cosmetics to make room for the more liberal conception that their use must be left to personal taste and, more concretely, to personal nicety, there is noticable since the return of peace, on the other hand, a steady rise in the effects of fashion influences upon cosmetic consumption.

The fact that these fashion influences are generally beneficial does not make it less evident that the cosmetic industry can be heavily swayed by fashion changes.

"Fashion" can play havoc with the best laid plans of the industry to a point where it completely obliterates a product. The same women who joyfully turned to cosmetic stockings during the war turned readily away from them when their nylons reappeared upon the counters and the stockingless fashion went overboard. Mudpacks went out because of a fashion change twenty-five years ago to the sorrow of their manufacturers. What has become of the powder nail polishes and polish buffer?

All of which just shows that the cosmetic industry does not operate within a vacuum. As cosmetics give, so they take and what they take may be as detrimental once in a while to their future growth, as, more frequently, it is profitable. A study of the history of the cosmetic business over the last twenty-five years shows that it has proven itself generally less responsive to the downward pull of the economic curve and has reacted more speedily and with greater energy to recover influences. Cosmetic sales were slow to decline in the 1930's. They rose faster after the corner was turned of the depression. They made comparatively little of the 1937 recession and it is fairly certain that they will take their full share of the expanding American economy as the nation moves into the second half of the century.

In the meantime it will be a good plan not to jump at conclusions if a product fails to perform as expected. Don't blame the salesmen, the market or conditions. Either may have to carry part of the fault but there is often more to the decline of a cosmetic article, or its explosive rise, than appears at the surface.

If any product can possess a personality of its own it is a cosmetic. As does a person, so a cosmetic product can lose contact with its surroundings; a case of schizophrenia cosmetica. When it does the patient needs the attention of a good chemist. A careful study of its past, present and future market and a general overhauling of the supporting sales policy can do the cash register a mountain of good.

Basic Principles of Perfumery

By P. H. CHALEYER*

THERE are four points that have to be well remembered if one wants to understand the basic principles of perfumery.

The first thing is to have the ability to recognize odors. By this I do not mean recognizing strong odors such as onion or civet, but to differentiate among the more subtle odors such as between Rhodinol and Geraniol. If I insist upon this point, it is because more people than we think have a certain sense of smell but are not gifted with a memory for odors and therefore, are unsuited to become Perfumers.

THE MECHANISM OF ODOR PERCEPTION. Many theories have been advanced about the different ways that the human being perceives odors. The only one verified by experience however, is that a perfume smells because it evaporates and it is the small particles of odoriferous materials contained in a perfume that react on the membrane of the olfactory nerves which transmit the smell sensation to the brain.

A perfume being a mixture of odoriferous products, each one having a different boiling point, the Perfumer must endeavor, if he wants to obtain a lasting and homogeneous odor, to blend its ingredients in such proportions as they will evaporate at the same time. Such mixtures are called "eutectic." Up to now no scientific rules have been set to obtain these results, and we must proceed by experimentation which is a long and tedious process. Perhaps, if a convenient apparatus for the rapid determination of vapor tension

*Lecture presented at New York University, December 9, 1947.

could be devised, it could be used to a certain advantage by scientifically minded perfumers.

This brings up the question of fixation and fixatives . . .

We have all heard about fixatives. Books describe them, trade magazines are full of advertisements about them, but very few people understand the true meaning of this word in perfumery. From what most people believe, the ideal fixative would be a practically odorless product that would prolong the lasting qualities of a perfume without changing its tonality. In this case, odorless products such as Benzyl Benzoate, Diethyl Phthalate, and other Aromatic Chemicals having a high boiling point, and also practically odorless resinous products offered on the market at different times as universal fixatives, should fill this purpose. However, experience has proved that these ingredients fix the perfumes only to a certain extent because they slow up the rate of evaporation of the odoriferous particles, but at the same time they decrease the number of these particles, and in so doing render the perfume flat and lifeless.

From what we have said before, we think that we made you understand the fact that each ingredient put into a perfume brings its own character to it, and it is only the perfect balance of all elements which make a perfume lasting. Consequently, when a perfumer establishes a perfume formula, all the ingredients that he blends must be used in such proportions that will maintain a uniform odor during the whole evaporation period.

The nearest approach to the ideal fixatives are those of natural origin, and also some of the new high carbon molecular compounds, which have been found to be their main constituents. These products, although having a distinctive odor of their own, have the property of blending and penetrating a perfume compound and, without modifying its original character, bring to it life, diffusion and lasting qualities. Among the natural products we will especially mention Civet, Musk, Ambergris and Castoreum. Among the new high molecular carbon compounds, we will mention products trade-named Muscone, Exaltone, Astrotone, Hibiscone, etc. Muscone has been found in natural Musk. Among products which can be used in perfume to give the sweet background, and which could be classified as fixatives on account of their lasting odor are:

1. The Crystallin substances such as Coumarin, Musks, Vanillin, etc.
2. The Aromatic Chemicals with a high boiling point, such as Cinnamic Alcohol and Esters, Phenyl Acetates, etc., and any odoriferous chemical of high molecular weight.
3. The viscous Essential Oils, such as Vetyvert, Patchouly, etc.
4. The Gums and Balams, such as Peru, Tolu, Styrax, Labdanum, Oak Moss, etc.

WHAT IS MEANT BY AGEING A PERFUME? We all know that perfumes, like wines, are good only after they have been aged for a certain length of time, which brings me to explain what takes place in the ageing process of a perfume. Organic Chemistry teaches us that if we mix together, especially in the presence of a solvent, two or more chemicals having different chemical functions, they will react upon one another to form new chemical compounds. If, for instance, we mix in the same perfume Aldehyde C-12 and Ionone, (which is a Ketone), a new compound is formed which has a different odor from both Aldehyde C-12 and Ionone. This reaction is aided by the presence of a solvent such as alcohol, which is always present in the mixture, and also by light and heat. This explains why some perfumes improve by ageing while some others turn bad, depending upon the type of reaction that takes place. However, experience has shown that beyond a certain age, practically all perfumes deteriorate. Six months of ageing is considered an average time to obtain a pleasant odor. If the perfume deteriorates before this time, it will progressively deteriorate further. After six months, if a perfume has improved, it will continue to improve and generally will be at its best between one and two years of age, and will gradually decline after this time. It should be noted that perfumes containing a large percentage of gums and resins improve more by ageing than others, and their life expectance is longer. In general, perfume mixtures are so complex that the final result is unpredictable, and it is necessary to keep a perfume mixture for a certain length of time in order to determine its final reaction before offering it to the public.

FORMULATION:—Formulation is the know-how of making a perfume. In order to be able to formulate, you must first know what is the relative strength of the different Aromatic products in relation to one another. Secondly, how to blend them in order to obtain certain effects. This can be acquired only by practice and training of the nose in order to acquire a memory for odors. Some people are more gifted than others for this type of work, and are therefore the best perfumers.

For making any type of perfume, we need a complete array of the most important floral odors both natural and synthetic. For instance, we need Rose, Jasmin, Tuberose, Jonquil, Lilac, Lily of the Valley, etc. Second: We need Essential Oils and Aromatic Chemicals of all kinds. Third: Aromatic Specialties.

There are different ways to proceed, but the easiest way is to refer oneself to what has been published in the literature, and see what are the most important ingredients contained in Otto of Rose. If we look over the literature we may find ourselves bewildered because the published analysis of the Otto of Rose gives a very large variation in the percentage of its constituents. The reason given for these discrepancies is due to the botanical specie of rose distilled (Damascena, Centifolia, etc.), the place where they are grown (France, Turkey, Bulgaria), the genuiness of the sample examined, the month of the distillation (May, June or July, etc.). A typical analysis by chemical function

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Is Your Salesmen's Plan of Compensation in Tune with the Times?

By WILLIAM T. DOYLE*

SALESMEN'S compensation plans, like women's dresses, are taking on the New Look.

The basic control in successful sales management is how good a compensation and incentive plan you have. We all realize that salesmen do only what they are paid to do. If our compensation and incentive system is behind the times, we cannot attract the caliber of men so necessary in a highly competitive market.

Before answering "Yes" or "No" to the question, "Is your Salesmen's Plan of Compensation in Tune with the Times," check it against the following points known to be essential in all worthwhile compensation systems:

(1) Does your plan of compensation provide security for the salesman?
(2) Does it give him a maximum of incentive?
(3) Do you have a control on expenses?
(4) Does your compensation plan encourage full-line selling?
(5) Are returned goods a problem?
(6) Does your plan of compensation encourage the salesman to work for the long pull instead of immediate income along?
(7) Is your plan of compensation simple to administer?
(8) Can your salesmen use good judgment in selection of customers?

If you can honestly answer "Yes" to all of the above questions, then you have the ideal compensation and incentive plan for your men.

It is traditional to charge the salesmen with overloading of customers. In this market particularly, there is a tendency to high-pressure the customer. It must be remembered, however, that if our economy is to stand up under the dreadful effects of the post-war world, the salesman must be given the right tools to do the job successfully. His first and probably most important need is a dynamic compensation and incentive plan.

Today and in the critical months ahead the salesman is king in our economy. What good is the production of a pharmaceutical specialty if we don't have the salesmen to get distribution? What good is Folic Acid if the pharmaceutical representatives do not get drug store distribution? Or if they fail to "pollenize" the physicians on how to use it? Yes, indeed, the salesman is king today! While production has been an important factor in the growth of the United States, distribution has been even more influential in our progress.

Often overlooked, and forever the butt of club-lounge jokes, the salesman today is a most important leg of the U. S. economy. It is he who represents distribution, and it is this fellow on whom we must depend more and more to stablize our economy.

It is most important then that we give serious consideration to our plans of compensation. All too often we go about devising a compensation plan in terms of how little we can pay, rather than how much can we we pay. Let's not again make the mistake of the past when sales managers hired men on the basis of their compensation cost alone. Such a policy is short-sighted indeed.

One top-flight sales executive had this to say about setting up a plan of compensation: "You should be as interested in your salesmen's personal financial progress as you are in the sales results that he brings in, because I fully believe that up to his self-conscious limitation of earnings, a salesman will generally get you more for your money the more you pay him.

"I would say that one way to build a sales force is first to set your territorial potentialities. Determine your fair share of that total potential. Set the percentage you can afford to pay for getting that fair share, and then see how few salesmen you need to use to actually bring in that amount of business. The fewer salesmen you use, the more you can afford to pay them; and the more you pay them, the better salesmen you will get."

Without doubt the most popular compensation and incentive plan today is the salary and bonus arrangement. It has been the writer's experience that a salary and bonus plan of compensation will provide all of the factors needed to get the most out of the individual salesman. This plan gives the sales manage-

*Director of Sales
Lakeside Laboratories, Inc.

ment the basic control required to do an efficient and effective job, as well as encouraging a more stable sales cost structure.

The following is an outline of the compensation and incentive plan used by Lakeside Laboratories for the past year. It has improved the morale of the men immeasurably, and at the same time brought selling costs in line where they should be.

The thinking behind our compensation system is based on the principle that to be fair for both the company and the salesman volume and cost of selling must be the guiding factors. It is well recognized that volume is not profitable unless selling costs are in proper ratio. Neither is low selling cost enough; we must have volume, too. Both of these factors form the crux of our compensation and incentive plan.

Each salesman is paid a salary. In addition, he is eligible for a bonus which is paid quarterly. The amount of the bonus is determined on the basis of how much the salesman goes over his quota. The company gives him 80 per cent of the bonus due him and retains the other 20 per cent against excessive returns. The 20 per cent is then given to him at the end of the year.

The Lakeside salesman receives a bonus when he attains 100 per cent of quota. The bonus percentage then increases progressively as his sales volume approaches 120 per cent of quota. If his sales volume for the year is above 120 per cent, he then receives, in addition, a percentage of sales above the 120 per cent quota.

A salesman operating under our "Home Territory Plan," which means that he does not have any overnight traveling, has as his base quota $20,000 per year. No bonus payment will be paid until the quota is attained.

Under this "Home Territory Plan," a salesman is paid actual operating expenses, which we consider as mileage, parking, lunch, telephone, and postage.

A salesman operating under a "Travel Territory Plan," which means that he is away from home a good share of the time, will have as his base quota $25,000 per year. No bonus payment is made until this quota is attained.

Under the "Travel Territory Plan," a salesman is paid actual expenses incurred in the territory. This includes mileage, parking, lodging, meals, telephone, and postage.

The mileage basis is computed in the following manner:

First 100 miles at 7c per mile.

Next 50 miles at 6c per mile.

Additional mileage at 5c per mile.

It is the intention of the management that expenses for a "Home Territory Plan" should not exceed $85 per month, or $1020 per year.

Expenses in a "Travel Territory Plan" should not exceed $200 per month, or $2400 per year.

The following will illustrate how the bonus plan operates:

"A" salesman is paid $3600 per year and operates in a "Home Territory Plan" with expenses of $1020 per year. He has sales of $30,000 for the year.

Example A

Salary $300 per month, $900 per quarter. Bonus quota $20,000 per year, $5,000 per quarter.

Actual Sales:	1st Quarter	$9,000
	2nd Quarter	5,000
	3rd Quarter	7,000
	4th Quarter	9,000
		$30,000

Bonus Computation

1st Quarter	
Sales $9000 / Quota 5000 = 180% earns 25% bonus	
Bonus $900 x 25%	$225.00
Bonus 8% for sales in excess of $5000 x 120%, or 6000 = $3000 x 8%	240.00
2nd Quarter	
Sales $5000 / Quota 5000 = quota earns 7½%	67.50
3rd Quarter	
Sales $7000 / Quota 5000 = 140% earns 25% bonus	
Bonus $900 x 25%	225.00
Bonus 8% for sales in excess of $5000 x 120%, or 6000 = $1000 x 8%	80.00
4th Quarter	
Sales $9000 / Quota 5000 = 180% earns 25% bonus	
Bonus $900 x 25%	225.00
Bonus 8% for sales in excess of $5000 x 120% or 6000 = 3000 x 8%	240.00
80% of bonus paid first three quarters	670.00
Balance of bonus due on first three quarters	167.50
4th Quarter Bonus	465.00
Total bonus	1222.50
Total compensation 3600 + 1302.50 =	$4902.50

For those farsighted sales managers who are forever eager to improve their salesmen's plan of compensation, here is a check list prepared by a member of the National Society of Sales Training Executives. It should be most valuable in helping to evaluate your present plan:

(1) What influence will the proposed method of pay have on the expensive turn-over which plagues so many sales organizations?

(2) What will be its influence on salesmen's morale and enthusiasm—and on their willingness to accept guidance and training?

(3) Has it appealed to the caliber of men the sales manager wishes to attract?

(4) What's going to be the effect of the compensation plan in the coming competition for sales manpower?

(5) Is there danger of its forcing salesmen to adopt high-pressure methods that skirt the edges of dishonesty?

(*Continued on page 118*)

AN ANCIENT CHINESE REMEDY

. . . KAOLIN, PEPTIZED, MEETS THE NEEDS OF MODERN MEDICINE

KAOMAGMA

REG. U.S. PAT. OFF.

Kaolin in Alumina Gel

Wyeth

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PRODUCTS FOR DIARRHEA

By M. A. LESSER

UNPLEASANT while it lasts, and a danger signal if it persists too long, diarrhea is an urgent symptom. It has many, often profound effects on the digestive tract and on the individual as a whole. It demands relief.[1]

Diarrheas and dysenteries were known in early antiquity. They are mentioned in the Bible.[2] They have followed warring armies and have influenced the course of history. It is said the dysentery decimated Napoleon's army in its retreat from Moscow. In World War I, bacillary dysentery was the most important disease in the British armies in the Eastern Mediterranean area and at Gallipoli was responsible for nearly 100,000 casualties. It has often been claimed that this disease was more important than the Turks in driving

the British out of this area. World War II has been no exception. Statistics indicate that there were hundreds of outbreaks of diarrhea in American troops, both at home and abroad.[3]

Except for war-time statistics on military groups and some data from various institutions, there is little accurate information on the incidence of diarrhea. An all too common condition, the ordinary occurrence of diarrhea may not even be mentioned to the family doctor. Sometimes health authorities are brought into the picture because an infectious condition is suspected or because of an outbreak of food poisoning. Although mild disturbances are frequently observed in adults, diarrhea is most common during the first two years of life. Fatal acute cases are largely limited to infants and young children, but occasionally occur in the aged.[4]

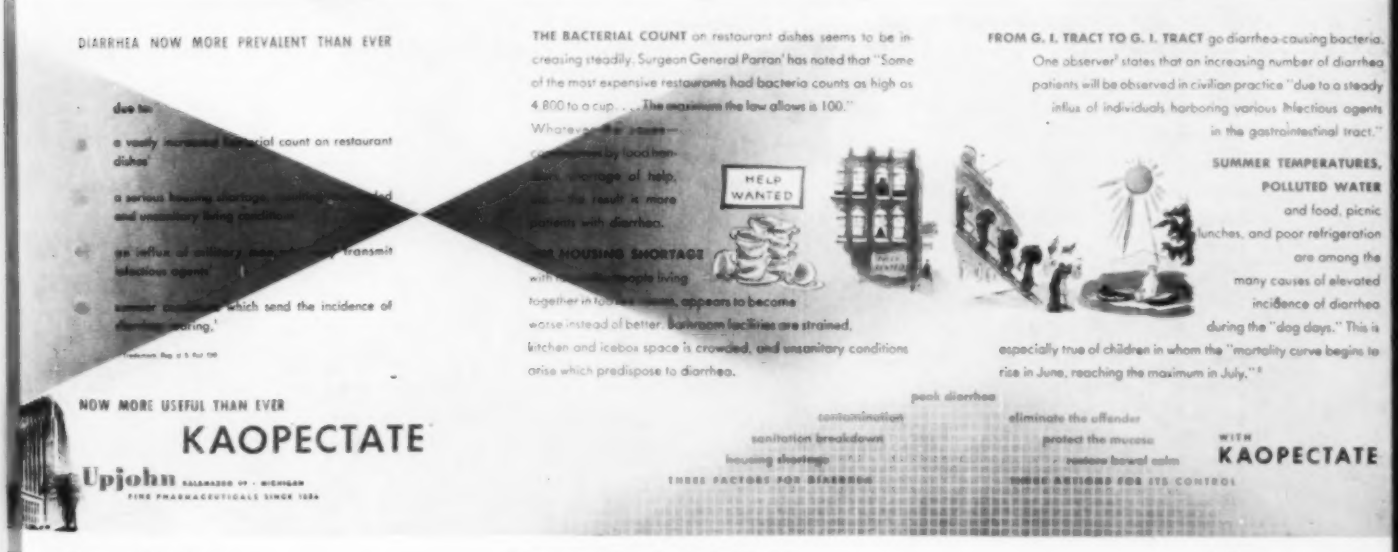
Unhygienic conditions, neglect, dietary errors, over crowding and impure milk are among the factors contributing to diarrhea. Most cases occur during the summer. High temperatures, polluted food and water, picnic lunches, and poor refrigeration are among the many causes of "summer diarrhea." Some diarrhea diseases are endemic in many parts of the country. Bacillary dysentery, for example, is endemic in New York City.[5] Thanks to the excellent quality and close supervision of the water and milk supplies, however, there have been no extensive outbreaks of the disease in this city. When reported to New York health authorities, the condition has appeared in single cases or small family groups.

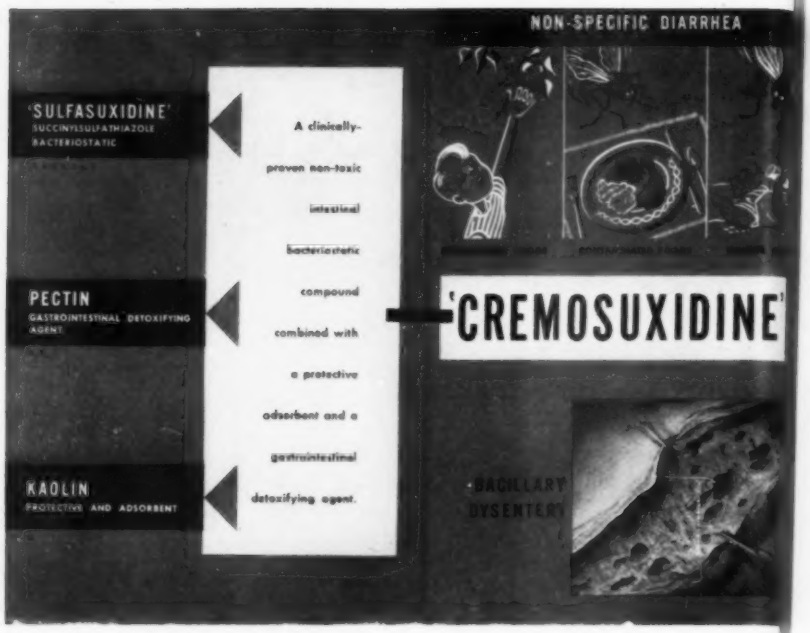
Aside from its discomfort and annoyance, diarrhea can be a very debilitating and sometimes fatal symptom. In preceding generations, the diarrheal diseases were a major cause of death of infants and young children.[6] While the death rate for diarrhea in infants up to one year of age has been falling off for the last fifteen years, the diarrheal death rate for infants under one month has risen gradually during the same time.[7] Epidemic diarrhea of the newborn continues to be a major problem and it is the most dreaded of all diseases of these infants.[8] Since the etiology has not yet been determined and the symptoms resemble those of other forms of infant diarrhea, the epidemic type may not be recognized until a number of severe cases and fatalities have occurred.[9] One study[10] of fifteen epidemics of diarrhea of the newborn has indicated an over-all average of 27.8 per cent mortality.

In older groups, the gravity of the problem is also apparent from the high mortality rate in diarrheal diseases. In a study[11] made in a typical metropolitan hospital, covering an eight-year period, there were almost as many deaths from diarrheal diseases alone as from meningitis, appendicitis, syphilis, pepticulcer, and tuberculosis combined. The majority of 500 cases were in the most productive age group, and in over 65 per cent the diarrhea had persisted for a year or more.

Diarrhea may be originated by any stimulus, within or outside of the digestive tract, which increases peristalsis.[1] It can be defined as a syndrome in which the stools are increased in frequency, lose their normal form, and assume a liquid or semi-liquid consistency.[2] The disturbed intestinal activity often results in nausea, vomiting and loss of appetite, as well as loss of fluid to varying degrees of dehydration. Weakness, malaise, irritability and loss of weight are common. Convulsions may mark the beginning of a severe attack.[4]

It is often forgotten, or perhaps not realized that diarrhea is a symptom and not itself a disease.[12] As remarked by Mitchell,[6] the symptom diarrhea is a common one and is a manifestation of a great variety of diseases, some of which are not primarily gastro-enteric. For instance, increased peristalsis and increased frequency of evacuation may occur in most febrile diseases, especially respiratory infections, in toxic or altered metabolic states like uremia and acidosis, in emotional excitement and exposure to high or low ex-


DIARRHEA NOW MORE PREVALENT THAN EVER
THE BACTERIAL COUNT on restaurant dishes seems to be increasing steadily. Surgeon General Parran[1] has noted that "Some of the most expensive restaurants had bacteria counts as high as 4,800 to a cup. . . . The maximum the law allows is 100."
HELP WANTED
FROM G. I. TRACT TO G. I. TRACT go diarrhea-causing bacteria. One observer[2] states that an increasing number of diarrhea patients will be observed in civilian practice "due to a steady influx of individuals harboring various infectious agents in the gastrointestinal tract."
SUMMER TEMPERATURES, POLLUTED WATER and food, picnic lunches, and poor refrigeration are among the many causes of elevated incidence of diarrhea during the "dog days." This is especially true of children in whom the "mortality curve begins to rise in June, reaching the maximum in July."[5]
NOW MORE USEFUL THAN EVER
KAOPECTATE
Upjohn
peak diarrhea
contamination
sanitation breakdown
eliminate the offender
protect the mucosa
restore bowel calm
WITH
KAOPECTATE



ternal temperature, and in certain types of allergy.

Diarrheas are often classified as acute or chronic, with many sub-groups to indicate the responsible factors.[13] Various other systems are also employed. Thus, Hummel's[2] classification of diarrheas is based on whether they are functional or organic, while Kimball[1] groups diarrhea into five varieties, according to the nature and source of the peristaltic stimuli. The system employed by Keifer[14] is quite simple and convenient. He suggests that the diarrheas may be classified as acute, functional and those due to chronic organic diseases. Acute diarrheas include enterocolitis, intestinal "flu," "summer diarrhea," and food poisoning. The functional forms are caused by irritating food or drink, food idiosyncrasies, laxative drugs, nervous factors, achlorhydria, and irritable colon. Diarrheas due to chronic organic diseases may be associated with cancer, benign tumors, polyposis, diverticulosis, tuberculosis, ulcerative colitis, bacillary dysentery, amebiasis, ileitis, sprue, and other diseases of the small and large intestines.

While the first two groups require only symptomatic therapy, Keifer states that the third group needs early recognition and prompt treatment. In his opinion any case of diarrhea presenting the following features deserves a full diagnostic study: (a) a duration of more than three weeks, (b) the diarrhea represents a distinct change from the previous bowel habits, (c) the patient's age is over 40 years, (d) blood or pus in the stool, (e) persistent fever for more than a week, (f) signs of partial or intermittent intestinal obstruction, (g) malnutrition, and (h) anemia.

According to Hock,[13] the treatment of acute diarrhea should be symptomatic because the responsible factors are usually self-limiting. In chronic cases it is obviously important to determine the cause and apply specific therapy, but until this can be done palliative treatment to relieve the symptoms are indicated.

Dietary control is an important part of treatment. The patient should be put to bed and no food allowed for at least 24 hours. After this intestinal rest period, a bland soft or liquid diet is started with other foods gradually added. Irritating and gas-forming foods as well as coarse-fiber foods, are temporarily forbidden. However, the patient should not be permitted to go for any length of time without adequate vitamins and mineral supplements.[13] The fluid balance must be maintained, preferably with small quantities of liquid taken at frequent intervals. In severe cases, it may be necessary to resort to the subcutaneous or intravenous routes to prevent dehydration.[4]

While no longer recommended as a routine measure, evacuants are frequently employed to clear the intestinal tract of the irritating materials. Such agents are withheld until appendicitis and other acute surgical conditions are ruled out. If the attack has followed the eating of infected or indigestible food, castor oil or a rapid-acting saline laxative is given.[12] If there is vomiting or nausea, calomel is preferred. In the presence of excessive vomiting the stomach should be washed out with an alkaline solution, like a 2 per cent sodium bicarbonate solution.[15] Cathartics are not needed if the diarrhea has already rid the intestinal tract of irritating material.[6] Castor oil is often used at the onset of bacillary dysentery because it favors elimination of the causative organisms and toxins[16] and because it helps to clear the color of fecal residues.[17]

Insoluble powders which act as intestinal protectants are extensively used in the treatment of diarrhea.

(Continued on page 118)

New Methods for Evaluating Functional Properties of Petrolatum

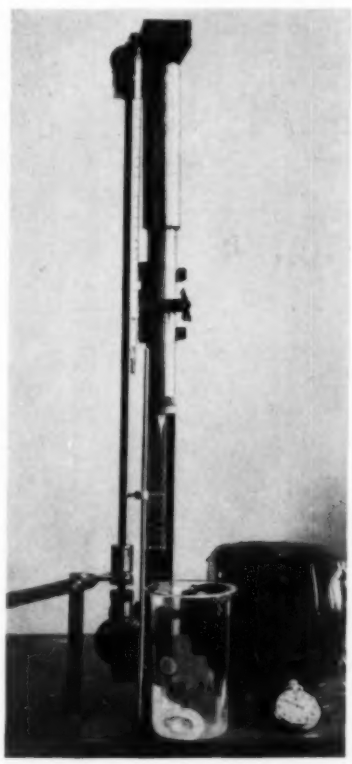
By R. K. RHODES*

Users of U.S.P. Petrolatum are well acquainted with the standard methods for testing petrolatum which appear in the Pharmacopoeia. Most of these, including the tests for *Residue on Ignition*, *Organic Acids*, *Free Alkalinity*, *Acid* and *Color*, measure only the purity of the petrolatum. They do not give any indication of its functional properties. Two of the standard tests—*Melting Range* and *Consistency*—do describe functional properties, but, as petrolatum users will agree, tell only a small part of the story. This paper will present some new testing methods which, when used in conjunction with the present standard tests, will give a better evaluation of the properties of a petrolatum from the functional point of view.

The tests that will be described here have been recently developed by the Sonneborn laboratories. Although these tests are still under investigation, a preliminary report may now be given. Full details will be published at the earliest possible date.

Ductility is the property whereby a petrolatum may be drawn out into fibers when tensile stress is applied. The degree of ductility (fiber length) of a petrolatum has in the past been determined subjectively by a qualitative test in which a small amount of petrolatum placed between the thumb and forefinger is drawn out until the fibers break. Obviously, measurements made in this manner are inaccurate and not reproducible. The new ductility test offers a means of obtaining reproducible numerical values for ductility. Its use enables the refiner to better control his product and the user to better select the proper petrolatum for his needs.

The Ductility Test is conducted by extruding a column of petrolatum by means of a special apparatus (see photograph) under carefully controlled pressure and temperature conditions. The extruded column is allowed to elongate under its own weight until it breaks, and the length of the pointed stub that remains attached to the apparatus is measured. The stub length, in millimeters, is recorded as the measure of the petrolatum's ductility. It is directly dependent on the degree of elongation of the column and is characteristic for each petrolatum. Petrolatums have been found to have ductilities ranging from 10 to 30, as measured by this method.



Apparatus for ductility determination on Petrolatum

Luster, or gloss, is a property that is desirable in a good petrolatum. True petrolatums (colloidal solutions of mineral oil in microcrystalline wax), because of their extremely smooth surfaces, reflect a considerable proportion of incident light and are therefore said to exhibit high luster. Synthetic petrolatums and mineral jellies which usually have rough, mottled surfaces, do not reflect very much light and, consequently, have a dull appearance. The Luster Test is a method for measuring this property of petrolatum and provides a means of expressing its value numerically in terms of what is called the "Luster Index."

In measuring luster, a photovolt reflection meter* and a 60° angle search unit† are used. A glass slide coated with the petrolatum is placed in the search unit, in which

(*Continued on page 128*)

*Department of Industrial Research—L. Sonneborn Sons, Inc.

Peppermint and Spearmint

In the photograph on the opposite page spearmint is being planted while the pictures on this page show its cultivation and the digging of the roots. All photographs are courtesy of A. M. Todd, Kalamazoo, Mich.

OF ALL the essential oils, peppermint and spearmint are predominant as a flavor ingredient in such products as tooth pastes, dental creams, mouthwashes, chewing gum, cough drops, confections, and to cover the disagreeable taste of many pharmaceutical products.

Peppermint oil far outranks spearmint in importance. The supply of peppermint oil in the entire civilized world is very great with the United States, England, Japan, Italy, Bulgaria, the Soviet Union, China, and Brazil ranking as the largest producers. The peppermint oil produced in Japan, China, and Brazil is utilized almost entirely for the extraction of menthol. The oils produced in the United States, England, and Russia are justly famous for their fine flavor.

Commercial mint culture was introduced into the United States more than 100 years ago, when it because established as an industry in Wayne County, N. Y. From New York mint culture extended westward, first to northern Ohio and later to southern Michigan.

Production of peppermint oil and spearmint oil in the principal producing states during 1947 showed an increase over production for the same states during 1946, according to figures just released by the United States Department of Agriculture's Bureau of Agricultural Economics.

Indiana held its leadership in peppermint in both total acres under cultivation and in total production of oil. That state had a planting of 18,500 acres and reported a production of 574,000 pounds of oil.

Oregon led in yield per acre, with a reported 50 pounds. Washington came a close second with 47.5 pounds. Indiana reported a yield of 31 pounds and Michigan 20 pounds. There were no figures available for Ohio and California. Value of the oil, for the marketing or crop year, was reported to be:—Indiana, $4,018,000; Michigan, $1,850,000; Oregon, $3,850,000, and Washington, $1,410,000.

In the production of spearment oil, Indiana was also ahead of the other principal producing states with a total of 323,000 pounds produced, which was a considerable gain over 1946. The state had 9,800 acres under cultivation, which was the highest figure on planting reported.

Michigan had the highest yield per acre, with a reported 35 pounds. Indiana reported 33 pounds. In both cases the production per acre was higher than it was a year ago. The value of the Indiana crop was placed at $1,809,000, while the value of the crop in Michigan was said to be $869,000.

Peppermint Oil

	—Acres planted—	
	1947	1946
Indiana	18,500	18,000
Michigan	13,500	14,000
Ohio	[1]	[1]
California	[1]	600
Oregon	11,000	9,000
Washington	4,400	4 200
Total	47,400	45,800

	—Oil, pounds—	
	1947	1946
Indiana	574,000	450,000
Michigan	270,000	266,000
Ohio	[1]	[1]
California	[1]	16,000
Oregon	550,000	396,000
Washington	209,000	206,000
Total	1,603,000	1,334,000

Spearmint Oil

	—Acres planted—	
	1947	1946
Indiana	9,800	7,500
Michigan	4,500	2,500
California	[1]	[1]
Total	14,300	10,000

	—Oil, pounds—	
	1947	1946
Indiana	323,000	225,000
Michigan	158,000	82,000
California	[1]	[1]
Total	481,000	307,000

[1]Figures not available.

While the mint oils are subject to sharp price fluctuation, a considerable degree of stability was characteristic during the past year, particularly in peppermint. In January, 1947, the spot market price in drums was $7.75 per pound, with a high for the year of $8 per pound being reached in May, and a low of $7.55 prevailing during March and April.

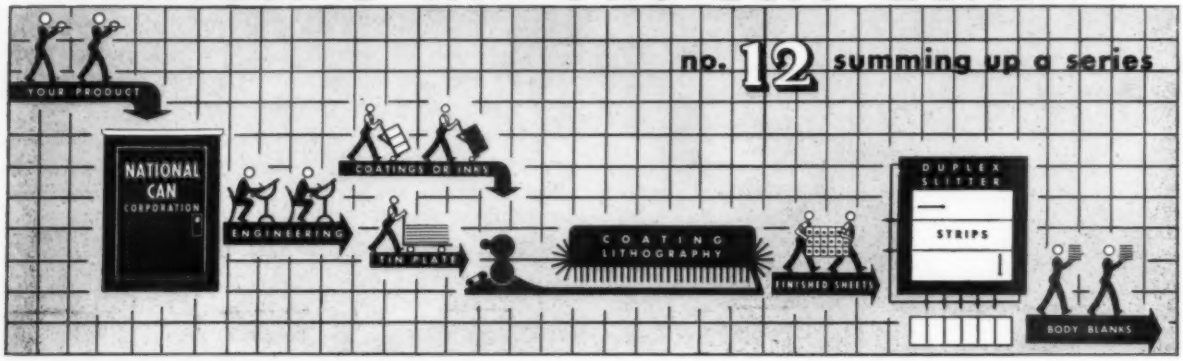
There were decreases in price reported for both the natural and redistilled grades of peppermint oil during late December, 1947. The natural oil went down from $7.80 to $7.60 on the inside, while the outside price remained unchanged at $8.75. The redistilled oil was quoted at $8.25, as compared to $8.35 previously quoted. The outside price remained firm at $9.25.

During March, 1947, spearmint reached its high for the year at $13.50 spot, and was low for the year in November when the price reached $7.50 in drums. December showed a considerable recovery with a price advance to $8.25.

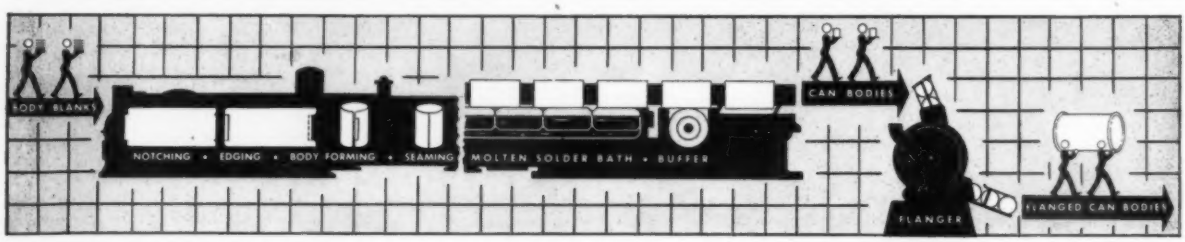
The price trend of the mint oils during 1948 will be governed by various factors but at current trading the market is firm and is supported by a brisk buying movement. The primary market in spearmint is reported to be very excited and some well informed opinion is to the effect that the performance of 1946 may be repeated. During that year spearment prices

(Continued on page 133)

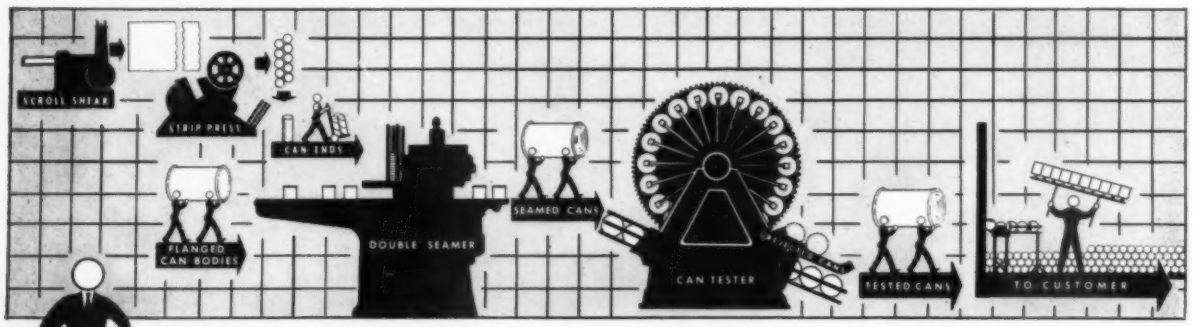
FROM DESIGN TO DELIVERED PRODUCT
NATIONAL CAN PROTECTS QUALITY



.. ITS ENGINEERING AND ART SERVICES ARE AT YOUR DISPOSAL . . . IT MAINTAINS HIGH PROTECTIVE COATING AND LITHOGRAPHING STANDARDS . . . SLITTING METHODS INSURE UNIFORM BODY BLANKS



. . . ITS CAREFUL BODY FORMING HELPS MAKE TIGHT UNIFORM CONTAINERS . . . ITS THOROUGH SIDE-SEAMING INSURES TIGHTNESS . . . IT FLANGES CAN BODIES UNIFORMLY ON BOTH ENDS . . .



. . . THE WAY WE MAKE CAN-ENDS IMPROVES PACKERS' OPERATIONS . . . DOUBLE SEAMERS PRODUCE UNIFORMLY TIGHT SEAL . . . TESTING AUTOMATICALLY REJECTS ALL BUT AIR-TIGHT CANS . . . CAREFUL HANDLING AND PACKING PROTECT CANS ALL THE WAY ITS PERSONALIZED SERVICE HELPS CUSTOMERS IN THEIR OWN PLANTS

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PACKAGING and SELLING

RISING COSTS BRING SUGGESTIONS FOR BETTER MANUFACTURER-RETAILER RELATIONS

IMPROVED manufacturer-retailer relationships to combat rising costs, removal of the excise tax to help sales and the fact that 1947 cleared the way in many respects for the future, are the chief points emphasized by leaders of the cosmetic industry writing in the annual Review and Forecast January issue of BEAUTY FASHION. So interesting are these expressions from makers of cosmetic merchandising policies throughout the country that they have been extracted in part and printed below.

William Bonyun, President of Daggett & Ramsdell, believes that, "Retailers will favor lines and products not only for their volume, but, above all, for their rate of turnover. Manufacturers will have to be more than ordinarily creative and possessed of more than normal ingenuity in order to meet competition. Short lines with fewer slow moving items will be preferred to lines with many unnecessary and highly specialized products. Price promotions will become popular again, if only as a means to maintain frequent turnover."

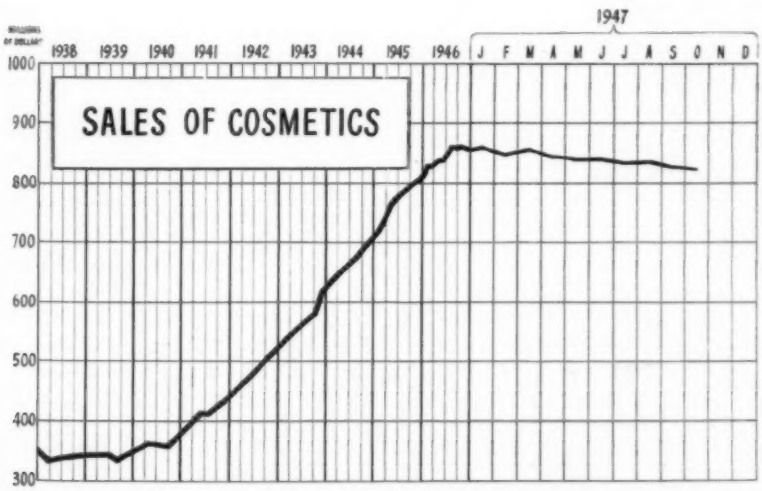
According to H. L. Brooks, President of Alexandra de Markoff, "First and foremost, is the need for keeping, or rather, putting back the industry on a profitable basis, which means that our customers must realize that inasmuch as the industry does not desire to raise prices, certain economies must be effected which cannot come out of either our quality or presentations. While buyers will, in off-the-record conversations, admit that they have made many heavy demands upon many manufacturers, they will likewise express the comment that they are oftentimes surprised when so many of them are met. It seems to me that, too constantly, we are more concerned about competition than we are with the fact that our lines are well able to stand on their own two feet."

W. D. Canaday, Vice-President, Lentheric, Inc., believes that the outlook is hopeful he says, "Exactly what this consumer-volume will be cannot be predicted at this early writing, but if it is commensurate with our sales to dealers, and I feel confident it will be, then 1948 should be an excellent year not only for our company, but for the entire industry."

Eugene Coleman, Jr., President, de Heriot, Inc., predicts that, "During the coming year, 1948, we must plan our products and prices sanely, with much appeal to the individual for her personal use. The great flow of gift buyers during the war years is over, and with living costs extremely high, the cosmetic industry must make a bid to the individual with a great personal appeal in products that have a definite necessity; leaning very much to the essentials, and at a fair and reasonable retail price."

It is the opinion of Norman F. Dahl, President, Prince Matchabelli, Inc., that, "Inventories are in line with volume both in stores and in the factories. Prices while somewhat higher generally are well within the average increases in costs of other consumer goods. The level of consumer use of the products of our industry remains high. Total spendable as well as total real income of the whole population is at its highest point. There can be no serious falling off in the industry's volume in the presence of the favorable factors noted above; in fact, on the evidence an increase in sales in 1948 is easily possible particularly for well-established lines with good products, good packaging and well-sustained promotional activities."

David Factor, President, Max Factor & Co. says, "It is our feeling that in 1948 the cosmetic industry will go forward to achieve a new record volume. This thinking is not only based on confidence in our economic future but also the knowledge that the women of America and throughout the world



Retail sales of cosmetics for the twelve months ended with October 1947 amounted to $822,713,000. This compares with $829,874,000 for the twelve months ended with September 1947 and with $859,488,000 for the twelve months ended with October 1946.

are being increasingly educated in the daily use of make-up. Our industry no longer creates luxury items but those which are considered vitally necessary as a part of good grooming."

Carl W. Gardiner, Vice-President, Schnefel Bros. Corp., says he is sure that "It is the universal hope of all manufacturers and distributors that we will not see a repetition in 1948 of the unfortunate inventory and open-to-buy situation which confronted so many major retailers in 1947. Staple business suffered unreasonably because of this and, as a result, major promotional money spent to create sales was lost."

According to J. E. Griswold, President, Roycemore Toiletries, Inc., "A serious problem which will come in for increasing attention will be that of reconciling the upward movement of every item of expense with the gradual erosion of gross margins. Sales increases have continued to obscure the inevitable end, the disappearance of net profit, but those sales increases will be fewer from now on. We can expect economy waves and the expectation of a more productive work-week at all levels of merchandising."

Harry T. Johnson, General Sales Manager, Kathleen Mary Quinlan, Inc., reports that "It is our firm conviction that the manufacturers who have adjusted their inventories by accepting returns from the stores, replacing the amount of the returns with the highest volume items and filling in with solid, staple merchandise are on the right road toward immediate increased sales and presenting the type of cooperation to which the buyers are entitled."

Joseph Keho, President, Dorothy Gray, Ltd., foresees that there will be "Competition between manufacturers—competition between merchants— competition between the various types of stores—all striving to please "Her Majesty"—the American consumer. Competition between the various methods of advertising and the various methods of promoting sales. It should be a year of intensely interesting activity and will begin to set the pattern of "survival of the fittest" for the next several years.

Again I want to say the education and training of saleswomen will be more important than at any previous time and at the risk of being repetitious, The Cosmetic School of Beauty Fashion is still one of the most constructive forces to accomplish the desired end, namely, diagnosing the customer's requirements and selling them so intelligently that they come back for more."

According to David M. Kendall, Vive-President in Charge of Sales, Lady Esther, Ltd., "It will be interesting to watch during 1948 the redevelopment of basic merchandising practices insofar as cosmetics are concerned. There will be a reversion to dormant merchandising habits. The appearance in department stores of so-called 'miscellaneous toiletries sections' will be noticeable as the year progresses. The large volume of cosmetic business done by the well advertised 'short lines' and 'specialty lines' will provide retail merchants with an opportunity to secure profitable sales volume with an absolute minimum of inventory."

R. P. Leube, Vice-President, Mark Cross Co., points out that "Inventory reductions in retail stores were made rapidly during the early part of the year. On many occasions such adjustments were extremely drastic, and, consequently, inventories fell far below the normal operating stock level. As a result, investigation proved that many toilet goods departments in stores were losing sales on the so called "bread and butter" items merely because buyers were not permitted to purchase standard merchandise until inventories of so-called "war babies" were disposed of."

Hugh D. McKay, President, Alfred D. McKelvy Co., states that, "First of all, the industry starts 1948 in much better condition than in 1947. Inventories of both manufacturer and retailer are far healthier. Many loose promotion practices have been eliminated. Numbers of fly-by-night operations have fallen by the wayside. All of these are stabilizing factors.

Packaging Forum

By Josephine von Miklos

At long last the drug and cosmetic industry has discovered Modern Design. That is, a few of us have tried hard . . . and sometimes succeeded . . . even before the war, to do away with curlicues and bows and hearts and flowers. But by and large the entire industry was afraid of that which it termed "lack of charm."

Streamlining just looked out of place when it came to a bottle of perfume, a lipstick container or a powder box. But that is just the trouble. That we meant streamlining when we talked about modern design, (and surrealism) when we spoke of modern art). Of course, the shining nose of a bomber could not easily and successfully be used as inspiration for something that was destined to embellish the products of good grooming. (Nor do weird creatures without stomachs bring to the girl who puts on a new shade of make-up to look her loveliest the illusion of a sure-fire walk-away with her beau.)

We are just beginning to realize that something made of a modern material should not look like something out of Grandma's bureau drawer. But we are realizing too that modern design doesn't have to mean just straight lines and cold forms or a peculiar mixture of colors. We are, at last, aware of the tremendous possibilities of the new materials at our disposal and we are reaching a rather pleasant state of maturity in which we discover that we don't have to be self-conscious about putting decoration on a sleek surface of plastics.

Maybe it takes a little extra courage to sell the public on all this. Some architects are having the same kind of trouble. The idea was that a modern house must be a purely modern house and many people balked because they felt that those utterly blank walls did not make for pleasant and cozy living. And modern or no, purists or lovers of corn, in our heart of hearts, most of us *do* like a little warmth.

And so it is with our own industry. By all means, let's be courageous, and do away with gold tassels and scallops and polka-dots. But let's not forget that the world is full of wonderful ideas for accents, adornment and decoration. The naked brown earth looks wonderful and stark and imposing during the winter. Comes spring, though, the flowers that God made and those that we ourselves have planted, add indeed to our pleasure of living.

The Cosmetic Trend

Recently released per capita income figures supply food for thought to cosmetic manufacturers. Are they getting their full share of the growing earnings of the American consumer? Are the industry's merchandising policies fully adjusted to the regional income potentialities of their market?

Taking the period from 1937 to 1946 for which completed figures are available toilet goods sales rose from $352,000,000 to $850,000,000, or a total of 241 per cent. Over the same period per capita income rose 213 per cent only. Apparently cosmetic manufacturers have little to complain from this source. As a matter of fact, they had more than their share of the growing financial prosperity of the American family. However, have individual manufacturers made full use of their growing opportunities?

A completely satisfying answer to this question can be obtained only by a detailed analysis of individual sales results. Manufacturers certainly will find worth their while though, to take a glance at the following statistics showing the regional changes in per capita earnings that have taken place in recent years.

Per Capita Earnings

	1937	*1946*	*per cent change*
New England	$704	$1,320	187
Middle East	740	1,432	193
South East	310	801	258
South West	397	927	233
Central	589	1,246	206
North West	438	1,162	265
Far West	714	1,465	205

Income rises were comparatively lowest in those market regions which, normally, find the most concentrated sales attention by the industry. There is, of course, plenty of reason for centering the big guns of selling upon targets that contain some of the most profitable markets of the nation. However, these last years have wrought immense changes in the national personal income structure.

Even the "poor" South Easterner earns today a larger per capita income than did the "wealthy" Middle Easterner in 1937. The highest per capita income in 1937 of $1,107 was earned by the District of Columbia, the only spot in the United States from which an average income exceeding $1,000 was reported. Thirty-nine of the States of the Union report per capita incomes today of more than $1,000 and 32 exceed the formerly highest D. C. figure. The highest per capita income is reported by the State of Nevada with $1,703. The farm States present a practically solid front of per capita incomes topping the $1,000 limit. The lowest per capita income is $555 for the State of Mississippi; it stood at $207 in 1937.

The point in all this is that, when cosmetic sales have grown at the rate that they have for all of the nation as the result of an average per capita income rise of 213 per cent there should logically be left a large purchasing reserve for cosmetics in these formerly low income groups of States which now have reached comparative affluency, the farm States and some of the lesser favored Southern onces. These 32 States which comprise the South East, South West, Central and Northwest market group have added 238 per cent to their per capita income since 1937. Their combined per capita buying strength is now $1,034 against their $433 of ten years ago. If cosmetic sales refuse to grow at the same rate in the future as they have done more recently, the remedy might easily be an energetic drive among these new customers in heretofore neglected territory. The attempt is decidedly worth trying.

"On the darker side, and possibly even more tangible, are the rising costs confronting every segment of the industry. These are well known and need not be listed. They will probably continue into 1948, and will test our industry's ability to preserve its present retail price structure. From this standpoint, 1948 will be a crucial year for both manufacturers and retailers."

S. Mitchell, Secretary, Windsor House, Ltd., believes that, "Naturally there will be some drop in the volume of sales in the very high priced fields of toiletries. Therefore, certain lines of cosmetics should be manufactured to meet the conditions which will prevail during the year 1948."

According to John H. Moore, President, John Hudson Moore, Inc., "The Federal Reserve Bank reported early in the year that department store inventories were not only high but badly balanced—inventories, in many instances, that were loaded with new lines that had sprung up during the war "without pride of ancestry or hope of posterity.

"In the men's field alone, there were said to have been over four hundred of such lines.

"These have now been pretty well eliminated and with this house-cleaning and consolidation behind us, I believe we can now look forward with confidence to a healthy, prosperous 1948."

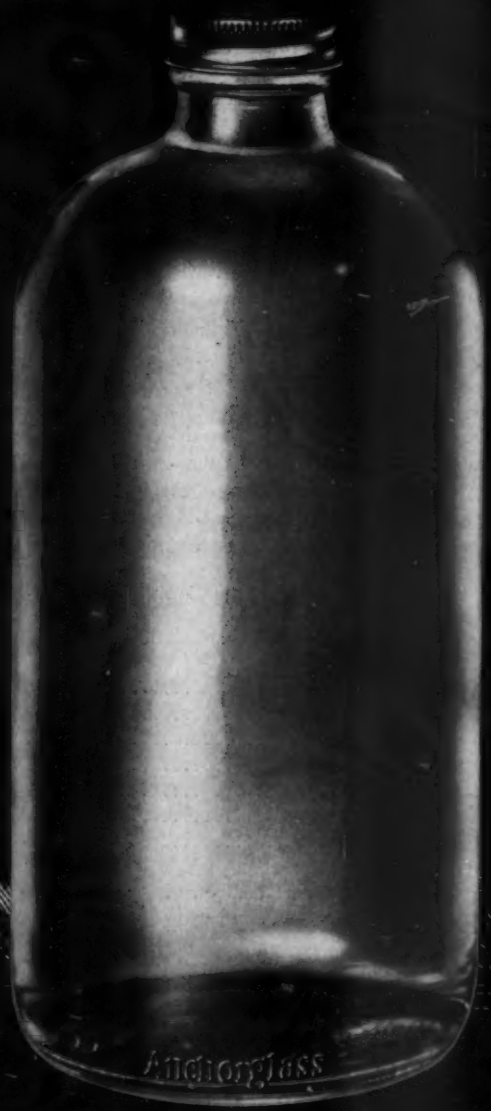
Marshall Mundheim, Executive Vice-President, Lightfoot Schultz Co., writes that, "The year of 1947 has been an exciting and challenging one for the cosmetic business. Basically, it was a year of adjustments—a transition period from an over-extended market to normal merchandising conditions. Both retailers and manufacturers have come a long way during this year in getting their stocks, inventories and line in order. The influx of new items has decreased and the emphasis has been on consolidation.

"Though 1947 has been a trying year in some respects the cosmetic industry has come out of it in a far sounder condition than we entered. There have been some fatalities but for the most part it has been a matter of a return to the basic principles of merchandising and selling."

Stephen A. Ogden, Executive Vice-President, Mary Dunhill, Inc., predicts that, "As the stores throughout the country enjoyed a normal Christmas

It's *Glass* for visibility...

WITH the visibility afforded by a glass container you see your product at all times to better control proper packing—to see that quality is maintained and appearance is as it should be. When you pack in Anchorglass you accentuate the fine quality of your product with the brilliance, sparkle and sales appeal of a container famous for its transparency, luster and perfection. People prefer to buy in glass—to see exactly what they are getting. The visual inventory tells them when to reorder.



Anchor
CONTAINERS and CAPS

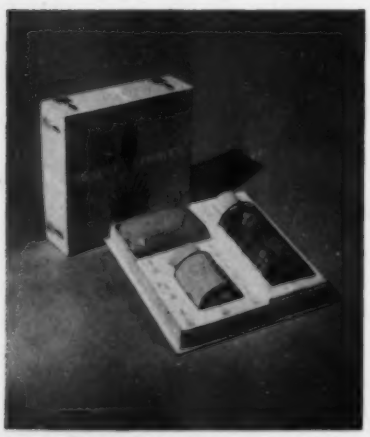
PRODUCTS OF
ANCHOR HOCKING GLASS
CORPORATION
LANCASTER, OHIO

AND IT'S *Anchorglass* FOR MAXIMUM VISIBILITY

"Crime Photographer", Thursday evenings, entire CBS network, tells all America on glass-packaged products.

Pretty Pink is the name of Prince Matchabelli's make-up shade for Spring. Lipstick and face powder are packaged in aqua and tied together with a bow in this special package.

DuBarry has introduced "Sophisti-Cake" in six sophisticated shades, keyed to the look of fashion today.



Desert Flower by Leigh is now a full line. First came the perfume, then toilet water, later body sachet and dusting powder. Now there is a three-in-one set containing toilet soap, toilet water and body sachet.

business and manufacturers, in the main, avoided high pressure selling tactics this fall, the happy result of a minimum of January returns and low store inventories throughout the country on the first of the year have naturally led to a healthy open to buy condition. This means a prosperous spring for all of us."

C. A. Pennock, President Hudnut Sales Co., Inc., expresses the belief that, "Both manufacturers and retailers will have to put forth greater effort for their dollar return. Advertising, merchandising and selling plans cannot coast or rest on past performances. There must be *new* and aggressive programs to create a consumer desire and a consumer demand. And only those with courage and fortitude and the ability to meet the issues and solve the many problems which will confront the toilet goods business in 1948 will be entitled to their share of the market."

Jack I. Poses, President, D'Orsay Sales Co., points out that, "Another result is that 1947 saw the passing of the "temporary" toiletries department from stores that never had such departments prior to the war, and that definitely were not toiletries conscious. The elimination of these departments, most of which were not properly managed or staffed, will not be mourned either by the buying public or the industry.

"Still another result is that many lines and many firms are no longer in business. In practically every instance they had no justification for being in the cosmetic business in the first place."

According to Martin Revson, Vice-President in Charge of Sales, Revlon Products Corp., "If we learned anything in 1947, it was that the best way to sell cosmetics is to have a limited amount of items and to put great advertising and promotional effort behind these items. By limiting items, the retailer has more turnover and greater profit."

It is the opinion of Richard Salomon, President, Charles of the Ritz, that, "Rising costs have faced most manufacturers with alternate decisions. Raise prices and risk consumer resistance, or operate more economically and more efficiently. 1948 should provide a supreme test to efficient management, a management which will be able to keep its retail prices down and yet manage to turn in a profit. Accordingly some of the more extravagant abuses which the industry has been accustomed to will have to disappear."

Houbigant will introduce a new perfume, Lilac Time, in February. Lilac Time is a delightful blend attractively packaged in purple decorated with multi-colored flowers around a golden heart motif.

Lustre Creme Shampoo will be merchandised in tubes as well as jars as part of a plan to widen the consumer market.

Monogram Toiletries presents its Monogram Gold Award package, a handsome, shining metal flask which encases the bottle of after shave lotion. This attractive container can be personalized with initials.

Who ever heard of a 10% Response?

This advertisement was written Dec. 10th — the response now is 287,173

Over one tenth of Woman's Day's 3,000,000 readers send twenty cents for this crochet booklet

THE FACTS

Item: A 64 page booklet of crochet instructions.

How much: Twenty cents a copy, postpaid.

Where offered: An advance notice in the September 1947 issue of Woman's Day; an announcement accompanying 8 pages of crochet material in the October issue; a reminder in the November and December issues of Woman's Day.

Rate of Response:	*Weekly*	*Cumulative*
Week ending September 5	11,241	11,241
Week ending September 12	13,185	24,426
Week ending September 19	13,371	37,797
Week ending September 26	15,814	53,611
Week ending October 3	44,133	97,744
Week ending October 10	48,804	146,548
Week ending October 17	34,598	181,146
Week ending October 24	25,961	207,107
Week ending October 31	19,188	226,295
Week ending November 7	16,943	243,238
Week ending November 14	14,072	257,310
Week ending November 21	10,678	267,988
Week ending November 28	7,189	275,177
Week ending December 5	7,219	282,396

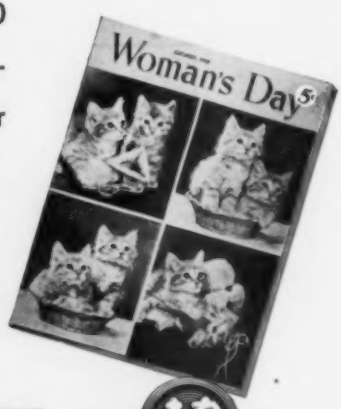
Where will it stop? Requests still coming in at 1000 a day point to a total of more than 330,000.

Where do these women live? Strangely enough, they are urban rather than rural. The country's biggest cities produced more than their share of responses.

Would you like a breakdown? Under the direction of Elmo Roper, a breakdown is being made on the pattern of the J. Walter Thompson market areas. This breakdown will be available shortly. Advertisers and their agents may have copies on request.

So far 280,000 readers have sent 20c for their copies. Requests are still coming in at 1000 a day. When they taper off the total will exceed 330,000.

It's an old story to us. The women who read Woman's Day have always responded overwhelmingly to its editorial pages . . . and to its advertising pages as well: ask any of the 281 advertisers who this year invested $4,190,000 in 1,456 advertisements to tell their story in its pages.

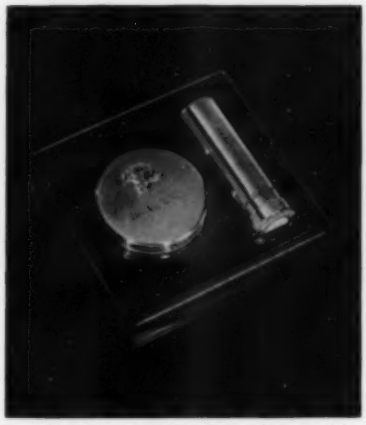


Woman's Day

THE *Respons-able* WOMEN'S SERVICE MAGAZINE

THE A&P MAGAZINE

London Mist, a new cologne by the Herb Farm Shop Ltd. is a clear fragrance, fresh and sweet, in an attractive four-ounce bottle.



For Valentine's Day Dorothy Perkins suggests this set of matching lipstick and rouge in the new rose-crowned cases in a choice of seven shades.

Helene Pessl Inc. is featuring for fun and good grooming, a colorful plastic toy—a carousel-container holding Little Lady's bubble bath, shampoo, hand lotion, toilet water and talcum.

J. S. Stein, President, Lucien Lelong, Inc., says, "Probably no one factor is more important, at the present time, than the sort of educational work that BEAUTY FASHION has been doing and will continue to do."

It is the belief of Richard Stern, President, Ferd. Mulhens, Inc., that, "Most complaints of heavy stocks in perfume and combination sets, it seems, pertained to the so-called "war babies" for which the demand fell off tremendously as soon as the old and established houses were again in a position to supply their merchandise without stringent quotas."

Benson Storfer, President, Parfums Corday, Inc., feels that "The sudden hysteria in merchandising as manifested by a great many merchandise managers and buyers contributed no little to their failure in holding their volume. No one was spared. It has been reported that both the strong demand lines as well as the weaker ones lost many sales because stocks were not kept up, and this in spite of the fact that rarely have stores taken a markdown on standard lines of toiletries."

Jean Vivaudou, President, Jean Vivaudou Co., Inc., is optimistic for he says, "We of the Jean Vivaudou Company see 1948 as a year that will have trimmed its sails and will do a volume of business in proportion to the increase in population and earning power of the people, as it did in 1939. This volume of business historically has always been percentagewise in the same proportion as the national income rises and falls."

Northam Warren, Jr., Vice-President, Peggy Sage, Inc., says that, "All in all, I believe the cosmetic industry witnessed a return to more healthy conditions in the reestablishment of stricter inventory control, in the weeding out of unstable elements, and in the settling down of the whole promotional picture to a more solid basis."

J. S. Wiedhopf, President, Parfums Ciro, Inc., believes that, "Despite the efforts of the manufacturer, it is evident that some steps will have to be taken to bring about a normal profit margin. Whether or not this will be achieved by an increased cost to the consumer and/or some method of reducing the cost of distribution, is the responsibility of both the manufacturer and the retailer. Wise leadership and sound merchandising on their part can and will provide the solution."

Toni Creme Shampoo, a new creme shampoo made with lanolin, is now ready for sale as a companion piece to the Toni home permanent.

Everyoung is offering its "Women's Desire" beauty ointment containing turtle oil in two sizes. Both jars are of ivory plastic.

Dorothy Gray salutes spring with Elation featuring "Two for the Show." Elation lipstick, in a sturdy brass case, is packaged in a leather kit along with a flacon of Elation fragrance.

BRIDGEPORT

Metal Cosmetic Containers

Caps and Closures

Perfume and cosmetic manufacturers for more than a quarter of a century have recognized the precision craftsmanship of Bridgeport Metal Cosmetic Containers.

The consistent uniformity and beauty of our products has resulted in many leading manufacturers remaining as consistent users of Bridgeport Metal Containers.

When you are again planning a product that requires an original design be sure to examine the fine precision and decorative beauty of Bridgeport Products.

Bridgeport Produces

- Vanities
- Jar Caps
- Bottle Caps
- Lipstick Containers—Swivel, Slide, Automatic
- Dry and Paste Rouge Cases
- Powder Boxes
- Perfume Vial Cases and Caps
- Lip Brushes
- Drawn Talc Containers
- Miscellaneous Make-up Cases and Other Metal Specialties

THE BRIDGEPORT METAL GOODS MFG. CO.

Established in 1909

BRIDGEPORT, CONN.

PHONE: BRIDGEPORT 3-3125

WHEN attractively labeled,

CARR - LOWREY OPAL JARS

lend themselves admirably to sales compelling point of sale displays. For flawless quality, uniform density and brilliance, they are unexcelled.

CARR-LOWREY GLASS CO.

Factory and Main Office: BALTIMORE 3, MD.

New York Office: 500 FIFTH AVENUE (18) • *Chicago Office:* 1502 MERCHANDISE MART (54)

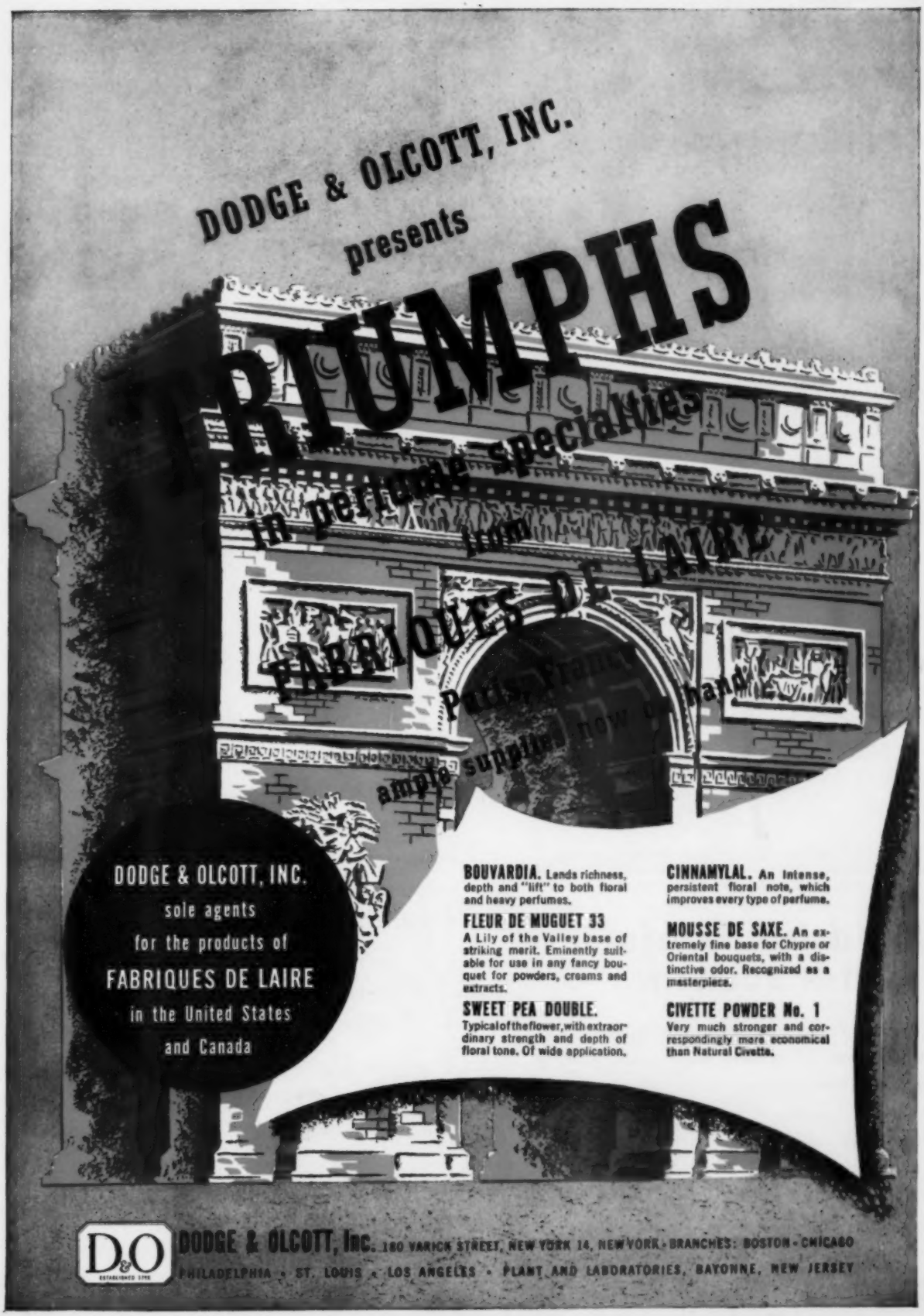
"I want a retail reputation for vigor in advertising.

"I want my salesmen, my promotions, my consumer advertising to produce the *most*.

"That's why BEAUTY FASHION heads my entire advertising list."

BEAUTY FASHION

The Record Each Month of the Finest Perfume and Cosmetic Advertising


DODGE & OLCOTT, INC.
presents
TRIUMPHS
in perfume specialties
from
FABRIQUES DE LAIRE
Paris, France
ample supplies now on hand
DODGE & OLCOTT, INC.
sole agents
for the products of
FABRIQUES DE LAIRE
in the United States
and Canada
BOUVARDIA. Lends richness, depth and "lift" to both floral and heavy perfumes.
FLEUR DE MUGUET 33
A Lily of the Valley base of striking merit. Eminently suitable for use in any fancy bouquet for powders, creams and extracts.
SWEET PEA DOUBLE.
Typical of the flower, with extraordinary strength and depth of floral tone. Of wide application.
CINNAMYLAL. An intense, persistent floral note, which improves every type of perfume.
MOUSSE DE SAXE. An extremely fine base for Chypre or Oriental bouquets, with a distinctive odor. Recognized as a masterpiece.
CIVETTE POWDER No. 1
Very much stronger and correspondingly more economical than Natural Civette.
D&O
DODGE & OLCOTT, Inc. 180 VARICK STREET, NEW YORK 14, NEW YORK - BRANCHES: BOSTON - CHICAGO
PHILADELPHIA - ST. LOUIS - LOS ANGELES - PLANT AND LABORATORIES, BAYONNE, NEW JERSEY

RUTIN

by Baker

READY ON LARGE-SCALE PRODUCTION

....Highly Publicized Drug Finding Wide Use in Treatment of Capillary Fragility Associated with Hypertension

FOR SEVERAL MONTHS Baker, with its enlarged research and development program, has been producing Rutin on a pilot plant basis. We are pleased to announce that commercial production is now under way on a large-scale basis.

Send for Helpful RUTIN BULLETIN

Rutin has been found to be therapeutically valuable in the treatment of capillary fragility associated with hypertension. It has been estimated that there are in this country, about 5 million or 6 million people who have hypertension. Of this group at least a million or more would have capillary fragility. Be sure to write for Rutin bulletin and bibliography. Get all the facts.

PHARMACEUTICAL MANUFACTURERS

What Are Your Requirements?

If you plan to market any dosage form of Rutin—Baker asks for the opportunity of quoting prices and placing our literature in your hands. Please outline your monthly requirements in confidence and address your letter to: *Fine Chemical Division,* J. T. Baker Chemical Co., Phillipsburg, New Jersey.

Baker's Chemicals

C. P. ANALYZED • FINE • INDUSTRIAL

DRESSED TO SELL

PRODUCTS PACKAGED IN LUSTEROID MEAN "CLEAR SELLING" AHEAD

Your sales job is made easier when your product is "clothed" in sparkling, crystal-clear LUSTEROID.

These modern plastic vials and tubes are actually small showcases that display your product while protecting it in transit, over the counter and in use.

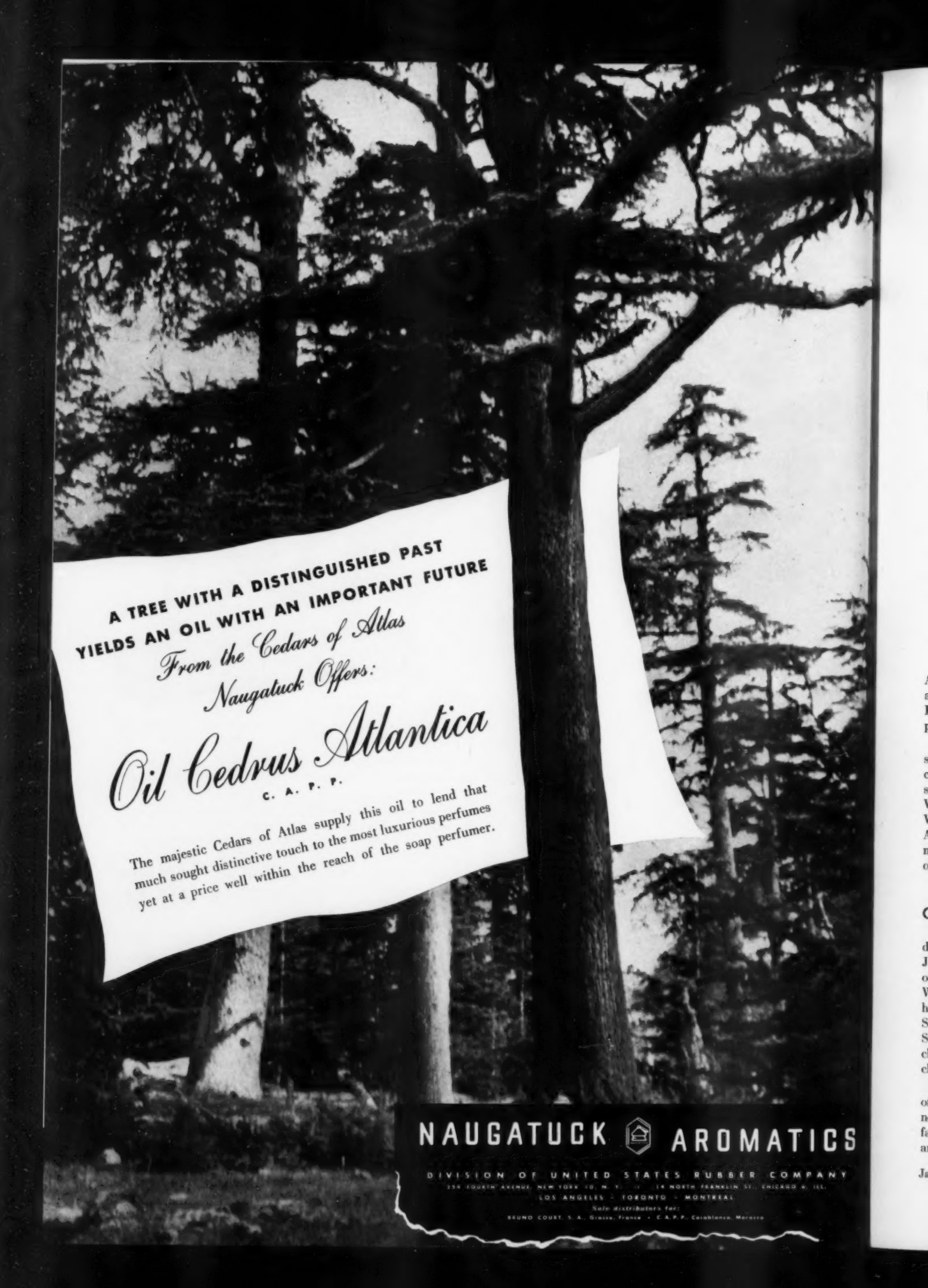
Remarkably light in weight, LUSTEROID containers are strong, rigid and unbreakable. Their printability saves on labeling. Their wide variety of colors—clear or opaque—make them a most effective merchandising medium.

LUSTEROID comes in standard diameters of ¼" to 1¼" and lengths to 6". Cork, slip-on or screw-cap closures.

Write for full details today.

LUSTEROID CONTAINER CO., Inc.
Formerly Lusteroid Division of Sillcocks-Miller Company

Office and Factory
10 W. PARKER AVENUE, MAPLEWOOD, N. J.
MAILING ADDRESS: SOUTH ORANGE, N. J.


A TREE WITH A DISTINGUISHED PAST
YIELDS AN OIL WITH AN IMPORTANT FUTURE
From the Cedars of Atlas
Naugatuck Offers:
Oil Cedrus Atlantica
C. A. P. P.
The majestic Cedars of Atlas supply this oil to lend that much sought distinctive touch to the most luxurious perfumes yet at a price well within the reach of the soap perfumer.
NAUGATUCK AROMATICS
DIVISION OF UNITED STATES RUBBER COMPANY
LOS ANGELES · TORONTO · MONTREAL
Sole distributors for:
BRUNO COURT, S. A., Grasse, France · C.A.P.P., Casablanca, Morocco

NEWS...

Col. Bogart Joins Evans Research Corp.

Marston Taylor Bogart, Emeritus professor of chemistry at Columbia University, and former president of the

COL. M. T. BOGART

American Chemical Society, has been appointed senior scientific advisor of Evans Research and Development Corporation, 250 E. 43rd St., New York.

Mr. Bogart is recognized as an outstanding authority on synthetic organic chemistry. During World War I he served as acting director of the Chemical Warfare Service and a member of the War Industries Board, Colonel, U. S. Army and in World War II he was a member of the Chemical Referee Board of the War Production Board.

Centaur-Caldwell Formed

Formation of the Centaur-Caldwell division, Sterling Drug, Inc., effective January 1, 1948, representing a merger of The Centaur Company and the Dr. W. B. Caldwell Company division, has been anounced by James Hill, Jr., Sterling president. Stanley I. Clark, Sterling vice president who was in charge of the two divisions, remains in charge of the merged unit.

Coincidental with the announcement of the combination, Mr. Clark announced the issuance of a new manufacturer-wholesaler fair trade contract and numerous increases in fair trade minimum prices in the existing manufacturer-retailer fair trade contract.

Executives of Centaur-Caldwell will make their headquarters at 41 E. 42nd St., New York. E. L. Marschner and R. E. Doolittle, division vice presidents of the Centaur and Caldwell divisions, respectively, have been elected division vice presidents of the new unit.

Joseph E. Wickes, vice president of General Drug Company, a Sterling subsidiary, will continue to supervise the advertising and promotion and sales forces have been combined under R. E. Gray, general sales manager.

Heads Organic Association

Ralph E. Dorland, Dow Chemical Company, was re-elected president of the Synthetic Organic Chemical Manufacturer's Association at its annual meeting.

Dr. Elvin H. Killhoffer, du Pont Chemical Company, and Dr. Eric C. Kunz, Givaudan-Delawanna, Inc., were elected first and second vice presidents, respectively.

Other officers include, August Merz, American Cyanamid Company, re-elected to the board of directors; C. M. Richter, the Pharma Chemical Corp., treasurer; and H. W. Smith, Union Carbide & Carbon Corp., T. H. Roberts, Arnold Hoffman, Inc., new members of the board of directors.

Riedweg Back in France

Jacques Riedweg, a director of the firm of Givaudan & Cie. of Paris, has returned to France, following a two-months visit to the United States.

During his stay in this country, Mr. Riedweg consulted with executives of many American perfume companies, particularly those associated with French houses, in order to better correlate the advances being made in the two countries. He also laid the basis for the introduction into the American market of several new Givaudan specialties that are now being used abroad.

Dr. Barnes Honored

Dr. Richard H. Barnes, director of biochemical research, Sharp & Dohme, Inc., is one of the two American Scientists invited to attend a symposium in January at the National Center of Scientific Research, Paris, France.

The honor was extended to Dr. Barnes as a result of his studies in fat metabolism performed at the University of Minnesota and the Scripps Metabolic Clinic, La Jolla, Cal.

Six non-French participants were invited to the meeting held January 5-12, in Paris. Dr. Erwin Chargaff, professor in the department of chemistry, College of Physicians and Sur-

DR. R. H. BARNES

geons, Columbia University, is the other American. Two scientists from Switzerland and two from England attended.

Dr. Barnes presented a paper written in collaboration with Dr. Samuel Gurin of the University of Pennsylvania on "The Formation and Utilization of Ketone Bodies."

Dr. Silcox Named Asst. Dir. of Research Dev.

Dr. Herbert E. Silcox, has been named assistant director in the development research department of Merck & Co., Inc.

Dr. Silcox graduated from the University of New Hampshire and received his M. S. degree in chemistry there. He received his Ph.D in chemical engineering from the University of Illinois in 1942, joining Merck that year as a chemical engineer.

Since 1943 Dr. Silcox has been head of the chemical engineering development section of the company's research and development division. In that post he played an important part in speeding large-scale production of streptomycin.

Carbide & Carbon Chem's New Office

Carbide and Carbon Chemicals Corporation has opened a new sales office at 1527 Esperson Building, Houston, Texas. Paul J. Doyle, Jr., has been appointed to take charge.

Mr. Doyle has been associated with the Corporation since 1940 and has recently returned from service with the Army. He was previously in the St. Louis office.

Lippincott & Margulies Formed

Lippincott & Margulies, Inc., will be the new name of the firm formerly known as J. Gordon Lippincott & Company, Inc., New York designers.

The announcement was made jointly by Walter P. Margulies and J. Gordon Lippincott. Other officers of the firm are Norman A. Scholles vice president in charge of packaging, and Robert De Veyrac, vice president in charge of interiors. The design organization will continue to operate from 500 Fifth Ave., New York.

John B. Newman Retires

The Corn Industries Research Foundation has announced the retirement from active duty of John B. Newman, vice president and Washington representative. He will, however, be retained in an advisory capacity.

Succeeding him are Floyd J. Hosking, appointed to the newly created post of director, and Howard A. Prentice, associate director. Mr. Hosking has been the Foundation's statistician and analyst for many years and Mr. Prentice has been an executive since January 1946.

Board of Trade Appointments

Harold M. Altshul, president of Ketchum & Company, Inc., has been chosen as one of the vice presidents of the New York Board of Trade and Robert B. Magnus, of Magnus, Mabee & Reynard, Inc., is assistant treasurer.

Chaleyer Addresses Perf. Students

Philip Chaleyer, president of Ph. Chaleyer, Inc., addressed the students of the course being conducted by Samuel Klein at New York University, December 9. Mr. Chaleyer's subject was, "Perfumery Comes to The Classroom," the talk developed the qualities and characteristics of a perfume, tracing the steps in compounding a particular odor.

Gunning & Gunning Represents French House

Nelson A. Gunning, president of Gunning and Gunning, Inc., New York announces that the firm has been

NELSON A. GUNNING

appointed sole agents in the U. S. and Canada for Payan & Bertrand, S. A. Grasse, France. A catalog listing all of the products made by Gunning and Gunning, Inc., and those supplied by Payan & Bertrand will be available the first of the year.

Givaudan Safeguards Research

L. Givaudan & Cie., S. A., Geneva, Switzerland, announces that it has made application for legal protection covering its research and discoveries on the utilization of nerolidol, farnesol and their derivatives. These products are obtained from cabreuva oils and similar raw materials, and the work, conducted by Dr. Y. R. Naves of Givaudan, has been described in recent literature, summarized in detail in the October 1947 issue of DRUG & COSMETIC INDUSTRY.

Commercial Solvents Adds to Research Staff.

Commercial Solvents Corporation has announced additions to the staff of its research and development department.

Located at Terre Haute are Dr. Ohmer G. Wegrich, mycologist, who has been a teaching fellow at Purdue University where he received his doctorate. Marvin C. Bachman, bacteriologist, who received his M. S. at Oklahoma A. & M. Richard E. Ray, organic chemist, from Indiana University and Wallace L. Ott, pharmacologist, who is a graduate of the University of Colorado.

Added to the research and development staff as a chemist at CSC's Sterlington, La., plant is David L. Nicol, Jr., a graduate of the Carnegie Institute of Technology.

Assn. of Medical Directors Elects

At the annual business meeting of The Association of Medical Directors, held in the Club House of the Advertising Club, New York, December 5, the following officers were elected to serve for 1948: President, Dr. Rudolf E. Gruber, Merck & Co., Inc.: Vice president, Dr. Edward Henderson, Schering Corp.; Secretary-treasurer, John A. Pringle, Julius Schmid, Inc.

Guerlain Midwest Rep.

Bernard d'Escayrac, president of Guerlain, Inc., has announced the appointment of W. Armfelt as Guerlain's Midwest and Chicago representative. Mr. Armfelt will work under the direction of the company's sales manager, E. K. Stoyanoff.

Relaxing for a moment during the recent two day sales meeting of Schimmel & Co., Inc., are left to right: M. P. Yates, H. H. Eickmeyer, R. J. Huttleston, G. Keller, B. G. Wirsing, B. Pegushin, J. H. Hille and B. Desmond.

T. G. TUPPER

J. H. ROSE

G. E. BURKE

A. W. Larson Retires

A. W. Larson, after twenty years of service with Hoffmann-LaRoche successively as sales manager, later head of the company's Washington office during the war, then head of its New York office, and more recently with the vitamin division in Los Angeles, has retired.

Mr. Larson became associated with Roche as sales manager in 1928 when the firm, then the Hoffmann-La Roche Chemical Works was just starting to grow. Mr. Larson became sales manager and established the company's first divisional offices in New York and Chicago. In 1941 when the armed service found it necessary to get allocations of vitally needed raw materials and equipment, Mr. Larson gave up his duties as sales manager to head the Roche office in Washington to keep in intimate contact with the Army, Navy and other governmental branches. Here he held the title of assistant secretary of the company.

Hoffmann-La Roche's vitamin division interests in California continue under the direction of Lincoln G. Jackson, who has been with the company since 1924. W. Frank Alexander of Portland, Ore., as been appointed vitamin division representative in the Northwestern states.

Massingill Co. in New Locations

The New York division of The S. E. Massingill Company has moved to new larger quarters located at 507 W. 33rd St., New York. The building provides over 40,000 square feet of floor space.

The Massingill Company's San Francisco division also has moved to new quarters, a two and one-half story structure located at 250 Fourth St., San Francisco.

Drug & Chemical Club Formed in Cleveland

Executives of Cleveland's leading manufacturers of pharmaceuticals, drugs, chemicals, cosmetics and allied industries who formed the Cleveland Drug and Chemical Club recently have announced officers of the organization.

WILLIAM GUSMAN

President, T. C. Tupper, sales representative, Monsanto Chemical Company; First vice president, J. H. Rose, Oxford Products, Inc.; Second vice president, George E. Burke, vice president, Strong Cobb & Company, Inc.; Secretary-treasurer, William L. Gusman Bio-Chemical Products, Inc.

The executive board is made up of the following members: T. B. Chadwick, sales representative, Chas. Pfizer & Co.; James F. Shumaker, sales representative, Fritzsche Bros.; D. H. Langel, Marlo Products Company; R. A. Shamel, sales representative, Mallinckrodt Chemical Works; H. R. Martinson, Standard Drug Company; Charles Blazier, McKesson & Robbins, Inc.; A. S. Lowe, Oxford Products, Inc.

Mr. Tupper has announced that its purpose is to further the interests of the industries in that field in Cleveland. It is a non-profit organization which will constitute a clearing house for valuable scientific and trade information of benefit to all members.

Lederle Labs. Wins Safety Award

For the second year Lederle Laboratories division, American Cyanamid Company has won a first place award in the interplant accident-reduction contest, sponsored by the Greater New York Safety Council.

William Whitten, safety supervisor, and his assistant John Riley received the award, a plaque, on behalf of Lederle employees at a dinner at the Hotel New Yorker.

The contest which ran from April 1 to September 30 saw 489 plants competing in the five boroughs of New York City, Rockland, Nassau, Suffolk, Westchester, Dutchess Counties and Connecticut. Lederle was the winner in the group which comprises those plants with an expected exposure to accidents for the 26 week period, of 2 to 3 million man hours.

Shoninger Returns from Europe

Frederick E. Shoninger, president of Antoine Chiris Company, Inc., has returned to the U. S. cutting short his business trip to Europe, because of the death of Albert Henissart.

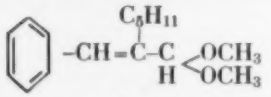
Hopkins Christmas Party

J. L. Hopkins & Company held a Christmas party December 17 and at the same time took the opportunity of the occasion of presenting Louis Theis, president of the firm with a wristwatch in commemoration of fifty years of service with the company.

The presentation was made by E. I. Hopkins.

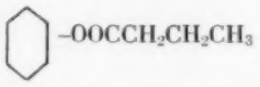
At our Los Angeles Plant we have developed a series of aromatic products of interest to the perfume and flavoring chemists. These products are pure essential aromatic chemicals, not simulated mixtures. Every month we will give information as to new essential aromatics developed by us.

ALPHA AMYL CINNAMIC ALDEHYDE DIMETHYL ACETAL



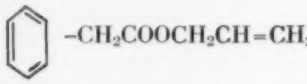
More fragrant than Amyl Cinnamic Aldehyde. Excellent base for Jasmin and fine compounds.

CYCLOHEXYL n-BUTYRATE



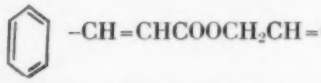
Apple, Banana, Peach, Pineapple and traces in Jasmin and Apple Blossom.

ALLYL PHENYLACETATE



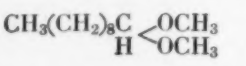
Honey aroma. A fine sweetener for talcum powders.

ALLYL CINNAMATE



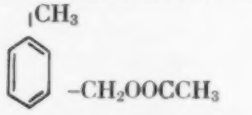
A distinct Apricot-Peach flavor. Useful in Apple and Peach Blossom Perfumes.

ALDEHYDE C-10 DIMETHYL ACETAL



Cognac, Brandy and Grape flavors. In Tuberose and Gardenia floral compounds.

META-TOLYL CARBINYL ACETATE



Cherry, Pear, Apple and Apple Blossom.

Dulcinodor

Send for Your Copy of Our Latest Catalogue. It Is Educational.

DR. ALEXANDER KATZ & CO.

Division of F. Ritter & Company

Los Angeles 27, California
Dallas 1, Texas
Seattle 4, Washington
Essential Aromatics, New York 10
San Francisco 3, California
New Orleans 13, Louisiana
F. Ritter & Co., Canada, Ltd.
Vancouver, B. C.

"Our Research Laboratory Is At Your Service"

Dr. Randall Leaves N. Y. Q.

Dr. J. W. H. Randall has severed his association with New York Quinine & Chemical Works, which company was

J. W. H. RANDALL

recently acquired by S. B. Penick & Co. Dr. Randall has not announced future plans.

Amer. Pharm. Assn. Elections

Officers of the American Pharmaceutical Association for 1948 have been announced. They will be installed at the association's annual convention to be held in San Francisco in August. They are as follows: President, Ernest Little; First vice president, Mearl D. Pritchard; Second vice president, Frederick D. Lascoff; Member of the council, Hans S. Hansen; for one year; Members for three years, Martin E. Adamo, Don E. Franke, and Robert L. Swain.

Dr. Williams Wins Fellowship

Dr. Evan Clifford Williams, vice president and director of research for Schenley Distillers Corp., has been named treasurer and elected to a fellowship in the New York Academy of Medicine.

Prior to his association with Schenley, Dr. Williams was successively vice president and in charge of research for General Aniline and Film Corp., General Mills, and Shell Development Co.

Solinsky Re-elected President of Can Institute

The board of governors of the Can Manufacturers Institute has re-elected Robert S. Solinsky president for 1948. H. Ferris White, executive vice president, and Clifford E. Sifton, secretary and treasurer, were also re-elected for another term.

Mr. Solinsky, president of Cans Incorporated, Chicago, has been associated with the can industry since 1908 and a member of the Institute since 1941.

Pfizer Leases Army Plant for 20 Years

Chas. Pfizer & Co., Inc., has leased from the government for twenty years the 300 acre Vigo plant at Terre Haute, Ind. The rest of the post is being transferred by the Army to the War Assets Administration for disposal by that agency.

The Pfizer firm will use the plant at once for production of antibiotics, such as penicillin and streptomycin, as well as for the manufacture of chemicals.

Edward A. Goett, to whom the lease was transferred by Army authorities, will be in charge of operations for Pfizer.

W. J. Murray, Jr., president of McKesson & Robbins, Inc. and George V. Doerr, first vice president, receiving awards in recognition of 40 years service with McKesson. Presenting the plaques is George Van Gorder, executive vice president.

Dahl Heads Squibb Prod. Dev.

The election of Roland J. Dahl as vice president in charge of product development of E. R. Squibb & Sons has

ROLAND J. DAHL

been announced by Carleton H. Palmer, chairman of the board.

Mr. Dahl will be responsible for the development of new products and their market form, and for the development of process techniques and procedures he will be closely associated in his field of short term and process research with Dr. James A. Shannon, vice president and director of the Squibb Institute for medical research, who is responsible for long-term medical research.

Joining Squibb in 1930, Mr. Dahl has had extensive experience both in the laboratories and in the sales end. In 1940 he became emgaged in product development work. He has been director of product development since 1945. He is a graduate of the University of Michigan with a degree of B.S. in pharmacy.

New Product by Fine Organics

Fine Organics, Inc., 211 E. 19th St., New York 3, has announced its new product for the destruction of liver flukes in cattle, calves and sheep, called Anti-Liver Fluke F. O., the Department of Agriculture, Agricultural research Administration, Bureau of Animal Industry, recommends the use of the active ingredient of this product.

Biorganic Labs. In New Quarters

The Biorganic Laboratories, Inc., has announced the removal of its New York offices and Brooklyn plant to new quarters, occupying the entire building at 261-263 Norman Ave., Brooklyn 22.

The Biorganic plant at Branchburg, N. J. is being maintained at its old location.

New Upjohn Branch

The Upjohn Company's new branch was opened January 2, in Portland, Ore., serving the states of Oregon,

J. A. S. RODDA

Washington, Idaho, and the Western portions of Montana and Wyoming.

J. A. S. Rodda, moved up from the position of divisional sales manager of the Northwest division to become sales manager of the Portland branch. He has been with the company for 24 years.

Milo C. McDonnell, former office manager of the Los Angeles branch,

M. C. McDONNELL

will become office manager of the new branch. Mr. McDonnell started with the company as an accountant in the Kansas City branch in 1934.

The new Portland branch is located at 1333 N. E. Union Ave., and has just recently been completed.

Miller in New Post

The appointment of Dr. Orville H. Miller, Ph.D., formerly associated with the U. S. Food and Drug Ac'ministration, to the post of director of research, Medicine for Children, Inc., San Francisco, has been announced by Howard B. Lubarsky, president.

In his six years' association with the Food and Drug Administration Dr. Miller was responsible for the analyses of drugs, cosmetics and proprietary medicines.

Born in 1913, Dr. Miller attended school in Portland, Ore. He entered the University of Washington in 1931, but due to the depression was forced to work in pulp mills to save enough to complete his education. He reentered the university in 1935 and received his B.S. in 1938. In 1939 he received his Master's Degree.

Accepting an offer from the Food and Drug Administration, Dr. Miller moved to San Francisco in 1941. He continued his studies and in 1945 passed his exminations and was awarded his Ph.D. in pharmacology.

Coincident with the announcement is the moving of Medicine for Children, Inc., to new, enlarged plant at 920-998 Columbus Ave., San Francisco.

Felton Catalog

Felton Chemical Company, Inc., now has ready for distribution a new attractive and informative catalog "Aromatic by Felton."

The catalog contains a listing of aromatic and perfume materials conveniently arranged according to usage, and clearly defined. In addition, listings of many interesting and useful specialties will be found in the booklet which should be of interest to perfumers, toilet goods and cosmetic manufacturers, soap makers and technical users of aromatic and perfume materials of all kinds.

Gallagher Advanced

L. Cletus Gallagher has been promoted from territorial representative to New England district manager of the California Fruit Growers Exchange, products department.

For the past sixteen years, Mr. Gallagher has been closely associated with T. F. Baker, Eastern division manager of the Exchange, as sales representative. Mr. Gallagher is well known as a food technologist and is the author of a number of technical articles on food processing.

Kraus Completes 25 Years with Merck

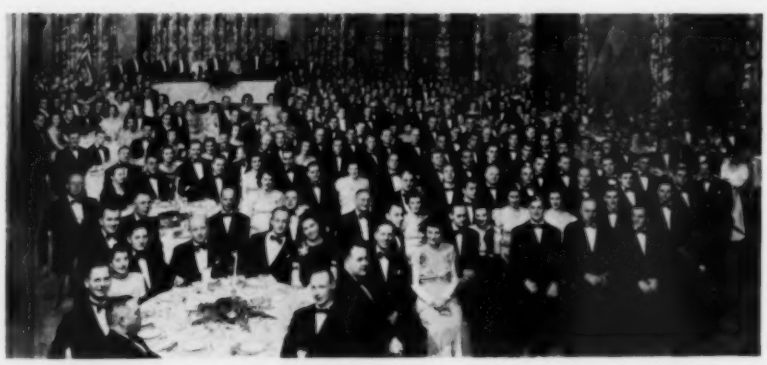
Frederick Kraus has rounded out 25 years of service with Merck & Co., Inc. He is chief of the promotion service section of Merck's advertising department.

Mr. Kraus' association with Merck began in 1922 when he joined the specialties department. Later he was transferred to the merchandising and promotion department, and in 1944 he was advanced to his present position.

Sterling Wins Decree in Fair Trade Suit

A final decree has been entered in Chancery of New Jersey which enjoins two Newark drug stores from violating the manufacturer-retailer fair-trade agreements of the R. L. Watkins Company and the Centaur Company divisions of Sterling Drug Inc.

Sterling has filed suit against Wolf's Cut Rate, also known as Wolf Drug Company. Signed by A. Dayton Oliphant, chancellor, and O. Bigelow, vice chancellor, the decree perpetually enjoins and restrains Wolf's from selling, advertising for sale or offering for sale at its stores the products of the two Sterling divisions by making and giving the purchasers any cash rebate; from giving any article of merchandise for which the customer does not pay the full and fair value in addition to the minimum resale price stipulated for the trade marked products of the two divisions, or from selling any of these products at less than minimum fair trade prices.



Nearly 300 employees of Fritzsche Brothers, Inc., attended the Company's annual dinner dance December 13, at the Hotel New Yorker. Don't look for Jim McNamara, since he was confined to a hospital bed as a result of an injury. But he kept in touch with the proceedings by means of an amplified telephone hook-up between his room and the ballroom.

Alexander Leaves Ali Baba

Julien Alexander has severed his connection with the Ali Baba Corporation. He will devote his time to Amie Products Company, private label manufacturers at 131 Water St., New York.

B. R. ARMOUR

N. Y. Board of Trade Elects Directors

The New York Board of Trade at its seventy-fourth annual meeting elected a group of new directors. Among those elected representing the drug, chemical and allied trades were: B. R. Armour, president of Heyden Chemical Corp.; Stanley I. Clark, vice president, Sterling Drug, Inc.; James Flanagan, secretary and general counsel, S. B. Penick & Company; Harold C. Green, national accounts representative, L. Sonneborn Sons, Inc.; Clark L. Rodgers, eastern sales manager, Owens-Illinois Glass Co.

Fred J. Stock, vice president, Chas. Pfizer & Company, Inc., who had been elected during the course of the year was re-elected for a longer term.

JAMES FLANAGAN

BIMS Reorganization

In accordance with a resolution passed by a special meeting of the general committee, BIMS has completed the reorganization and the new committee as listed now has charge: A. H. Bergman, Oxzyn Sales Company; A. C. Burgund, Carr-Lowrey Glass Company; S. H. Corkran, E. N. Rowell Co., A. H. Wirz, Inc.; C. W. Darr; Paul A. Dunkel, Paul A. Dunkel & Co., Inc.; J. A. Ewald, Allied Products, Inc.; P. L. Forsman, C. H. Forsman Company, Chairman Executive Committee; I. S. Goodwin, Yardley & Co., Inc.; H. G. Griffiths, Pennsylvania Drug Company, Executive Comm.; J. A. Leyden, Hampden Glazed Paper & Cord Co., Executive Comm.; F. J. Lueders, George Lueders & Co.; S. L. Mayham, T. G. A. Assn.; Executive Comm. and treasurer, M. F. Schultes, The Hewitt Soap Co., Inc., General Chairman; W. H. Sheffield, New England Collapsible Tube Co.; K. L. Patterson, Stanco, Inc.

Lange Named V. P. in Charge of Finance for Cutter

Harry R. Lange has been elected vice president in charge of finance and accounting by the board of directors at Cutter Laboratories, Berkeley, Cal.

HARRY R. LANGE

For the past two years, Mr. Lange has been controller for the company. Previous to coming with Cutter, he had a wide range of experience with Eastern companies in the financial and accounting field.

C. S. C. Annual Sales Conference

Corporation officers and representatives from all plants of Commercial Solvents Corporation held a two-day annual research conference in Terre Haute, Ind.

The meeting was planned by T. S. Carswell, manager of the research and development department, Dr. Jerome L. Martin, director of research, F. M. Crawford, patent counsel and Dr. Paul W. Bachman, manager of the technical development division.

DeVore Named Plaskon Sales Manager

Henry W. DeVore, district manager for molding compounds for Plaskon in Chicago for three years, has been appointed sales manager of molding materials for Plaskon division of Libby-Owens-Ford Glass Company.

HENRY W. DEVORE

Starting with Plaskon as a ball mill operator in 1932, Mr. DeVore later worked in production, general office and accounting for three years, then joined the sales department in sales service engineering for molding materials.

Steenrod Named V. P.

Appointment of Robert L. Steenrod as divisional vice president of the Bayer Company division, Sterling Drug, Inc., has been made known.

Joining the Sterling organization in 1934 as a special representative, Mr. Steenrod has held a number of important positions with the company. In his new capacity he succeeds Stanley I. Clark.

R. L. STEENROD

Born in Wheeling, W. Va., in 1909, Mr. Steenrod received his B.S. degree from Washington and Jefferson College in 1931. He served for five years with the Armed Forces.

Again Available

LAVENDER FIXATIVE

STANDARD

SPECIAL

FLUID

are now again available for the first time since the war to help you solve the problem of how to adequately fix your lavender component in straight lavender and fancy bouquets.

POLAK & SCHWARZ, Inc.

NEW YORK
667 Washington Street
New York 14, N. Y.

CHICAGO
400 West Madison Street
Chicago 6, Ill.

Food Research Labs Celebrate 25th Anniversary

Food Research Laboratories, Inc., Long Island City, N. Y., celebrated its twenty-fifth anniversary with a cocktail party in the Assembly Suite of the Waldorf Astoria, December 15, 1947.

A wide circle of friends including prominent scientists from the universities, medical schools and research foundations gathered to congratulate Dr. Philip B. Hawk, president and founder, and Dr. Bernard L. Oser, vice-president and director of the laboratories.

The services of the Laboratories, founded in 1922, are engaged not only by smaller firms which rely on it for all their research, but also many nationally known organizations to supplement or support their own research activities.

Sanders Joins Rallet Corp.

Jean Despres, president of Rallet Corporation, has announced the appointment of C. Ray Saunders as managing director of Rallet Corporation and Marie Earle.

Mr. Saunders has been sales manager of the chain and wholesale division of Hudnut Sales Corporation, New York since his return to Hudnut in November 1945, after three years service in the Army Air Forces.

MM&R Sales Meeting

The annual sales meeting of Magnus, Mabee & Raynard, Inc., was held January 3-5 in the Hotel Warwick, New York. Keynoting the yearly gathering of MM&R representatives from all over the country was the theme "Be Prepared—Know How." The role of moderator was filled by Arthur H. Downey, head of MM&R technical division.

Montean Joins Firmenich

John J. Montean, who has been associated with Naugatuck Aromatics Division of the United States Rubber Company, has joined the staff of Firmenich & Company, as sales representative.

JOHN MONTEAN

Mr. Montean holds a degree from Michigan State University, has done graduate work in organic chemistry at Columbia University and Ohio State University.

Merck Names New Controller, Secretary

Raymond E. Snyder has been elected controller of Merck & Company, Inc., he joined the company in 1941 and became assistant controller in 1945.

John T. Connor, who has been serving as general attorney for the company is now secretary. Formerly he was general counsel for the Office of Scientific Research and Development and then served as special assistant to the Secretary of the Navy.

Two Join Welch, Holme & Clark

James Howard and Eugene V. Depuis have joined the sales force of Welch, Holme & Clark Co.

Mr. Howard is a graduate of the London Polytechnic Institute, a former R.A.F chief pilot officer, and prior to his joining W. H. & C. a field sales engineer for Philco.

Mr. Depuis, for several years associated with Adam Cook's Sons, Inc. will cover the New York territory.

DCAT Dinner Announced

The Drug, Chemical and Allied Trades Section of the New York Board of Trade is formulating plans for its twenty-second annual dinner which will be held March 11, 1948, at the Waldorf Astoria, New York.

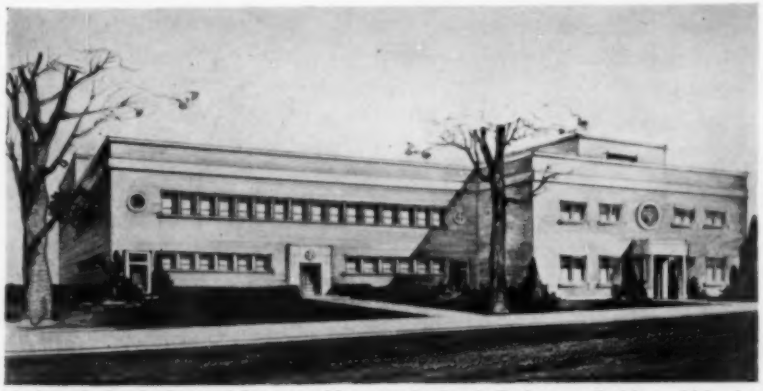
Fred J. Stock, vice president of Chas. Pfizer & Co., Inc., DCAT chairman, has appointed the following chairman to head active committees for the dinner: Lloyd I. Volvkening, president of Ivers-Lee Company, head of dinner arrangements committee; Harold M. Altshul, president, Ketchum & Company, in charge of program committee; Robert B. Magnus, vice president, Magnus, Mabee & Reynard, Inc., reception committee; Harold C. Green, L. Sonneborn, Sons., publicity committee.

Private Brand Co. Formed

The formation of De Long-Freemen, Inc., has been announced. It will manufacture cosmetics and specialize in private brand trade. The president of the Corporation is Robare De Long. Joel G. Freeman is the assistant secretary and treasurer of the company. The offices and laboratories are located at 127-129 Water St., New York 5.

They Shall Be Nameless

The first two luncheons of the "Club Without A Name" were held December 4 and January 8, at Zum's Brew House at 54th St., New York. Among those present was Chet Hall, W. J. Bush; Roy Williams, E. J. Spellman, Dodge & Olcott; Dan Beyer, P. R. Dreyer; John Evers, General Foods; Frank Clarke, International Wax Refining; Art Mulligan, Lehn & Fink; Henry Bashwiner, Magnus, Mabee & Reynard; Dick Hosang, N. J. Zinc; L. Zucchi, McKesson & Robbins; Ben Perry, Perry Bros.; Dave Warner, F. Reinitz Soap; Cliff and H. Conklin, Werner G. Smith; Bill Fairhurst, of Tombarel Products; John Ashmead of Vi Jon Labs.



Architect's sketch of part of the new addition to the Sterile Techniques Building of Merck & Co., Inc., Rahway, N. J. The new unit will contain special equipment for weighing and packaging both penicillin and streptomycin.

Monsanto Advertising Dept. Established

Howard A. Marple has been appointed director of the newly created advertising department for Monsanto Chemical Company. R. Allen Gardner, named assistant advertising director, also will serve as advertising and sales promotion manager for the organic and phosphate divisions located in St. Louis.

Edmund G. Greene will have the position of advertising and sales promotion manager for the Merrimac division at Boston, and the same position for the Plastics division at Springfield, Mass., will be filled by Edmund Kennedy.

Braxton Pollard will head a newly established section for foreign advertising. William A. Lang will be transferred to St. Louis to handle exhibits and product displays, while Wilbur Groose and William A. Rooney will be in charge of direct mail, product publications and assist all divisions with product promotions.

Danco Appoints Canadian Rep.

Gerard J. Danco, Inc., exclusive agents for Camilli, Albert & Laloue, S. A., Grasse, France and Etablissements Victor Hasslauer of Paris, for the U. S., Canada and Mexico have appointed Minferment Ltd., 1461 Union Ave., Montreal, as sales representatives for Canada.

Dr. Guenther Gives Talk

The monthly meeting of The American Society of Perfumers was held at the Advertising Club, New York, December 17. Featured at the meeting was a talk by Dr. Ernest Guenther, chief chemist of Fritzsche Brothers, Inc., on the production of essential oils in the Western Hemisphere.

Pennsalt Fluorine Supervisor

James McWhirter has been placed in charge of flourine product process development and manufacture for the Pennsylvania Salt Manufacturing Company.

Mr. McWhirter, superintendent of Pensalt's Natrona, Pa., plant for the past two years, will direct all phases in flourine product manufacturing, temporarily from the Easton, Pa., plant.

A native of Scotland, Mr. McWhirter came to this country when he was three. He earned his M.S. at New York University.

Ethix Corp. Formed

Alfred W. Woitz has announced the formation of Ethix Corporation, 959 Park Place, Brooklyn, N.Y.

S. M. Announces New Division

Daniel S. Shaffer, vice president and general manager of Special Milk Products, Inc., Los Angeles, announces the formation of a new division to his company. S. M. Pharmaceutical Division will develop a line of ethical pharmaceuticals. New and larger quarters have been taken by Special Milk to take care of the expanded operations.

Wolfe Joins Merck

H. George Wolfe has joined the advertising department of Merck & Company, Inc., as a pharmaceutical writer and editorial advisor.

He comes to Merck from Murray Breese Associates, Inc., where he was pharmaceutical director.

Mr. Wolfe has an extensive background in pharmacy and is the author of many articles on various phases of his specialty. He studied pharmacy and allied sciences at Columbia and the Universities of Munich and Koenigsberg.

Charles W. Speed

Charles W. Speed, treasurer and a director of S. B. Penick & Co., died December 28.

Mr. Speed joined the firm in 1917. In later years he became treasurer, a position he held until his death. As a result of poor health he retired about two years ago, but remained an officer in the company. He was 66 years old.

Edwin Wise

Edwin C. Wise, 45, head of the Upjohn Company nutrition department and prominent in the development of that phase of the Company's work, died December 7 at the University of Michigan Hospital, Ann Arbor, after a long illness.

Mr. Wise had been associated with the Upjohn Company for two decades. He joined the firm in 1926 as a salesman, but his chief interest lay in research. His efforts were devoted exclusively to the development of vitamin products. One of the major contributions made by Mr. Wise was the development of an adequate source of supply of cod liver oil. This called for two arduous trips to the Artic in 1935 and 1936. He returned with assurances of a reliable source of oil, the source being sustained even during World War II.

A native of Kansas City, he received his master's degree in chemical engineering from the University of Kansas in 1925.

Mrs. Lothair S. Kohnstamm

Mrs. Madeline P. Kohnstamm, wife of L. S. Kohnstamm, president of the firm of H. Kohnstamm & Co., Inc., died November 29 at her home in New York.

Mrs. Kohnstamm was an artist and has exhibited her works in a number of prominent eastern art galleries including the Metropolitan Museum of Art.

Surviving her are her husband, a daughter and two sons.

Albert V. Henissart

Albert V. Henissart, vice president in charge of sales of the Antoine Chiris Company, Inc., died suddenly of a heart attack on December 25, at his home in Hollis, L. I., at the age of 56.

Mr. Henissart was born in London, England and was educated at L'Ecole Polytechnique in Paris, and at the Sorbonne. During World War I he served in the Intelligence Service of the British Army.

In 1923 he came to this country and was for many years associated with the Chiris Company in the sales department. He was elected vice president in charge of sales shortly before his death.

He leaves a widow and two children.

Hobart J. Park

Hobart J. Park, son of one of the founders of the 108-year-old Park & Tilford, which grew from a small New York store into a leading American business institution, died January 6, after a long illness. He was 93.

Mr. Park was a director of the company at the time of his father's death in 1893 and inherited the co-founder's interest in the business. He sold his interest in 1906 to Frank Tilford, son of the other co-founder.

...more than FOUR SCORE AND SEVEN YEARS AGO...

...in 1856 to be exact—

GET ABOARD THE FREEDOM TRAIN . . .

When History Rolls Into Your City!

See THE GETTYSBURG ADDRESS—
in Lincoln's own handwriting!
See THE CONSTITUTION OF
THE U. S.—
with corrections by Geo. Washington!
See THE DECLARATION OF
INDEPENDENCE—
Signed by Benjamin Franklin!
See these and more than a hundred other
great symbols of America's march
along Freedom Road!

In Rededication of Our Heritage of Freedom

FREEDOM IS EVERYBODY'S JOB!

the science of compounding chemical pigment colors was pioneered commercially in this country by the founders of this firm . . .

Keeping pace with the progress of America during the past hundred years, ANSBACHER-SIEGLE has maintained its pre-eminent position of leadership in the development of color craftsmanship by constant devotion to chemical research, resulting in so many discoveries of better and more versatile colors for the COSMETIC INDUSTRY...

* * *

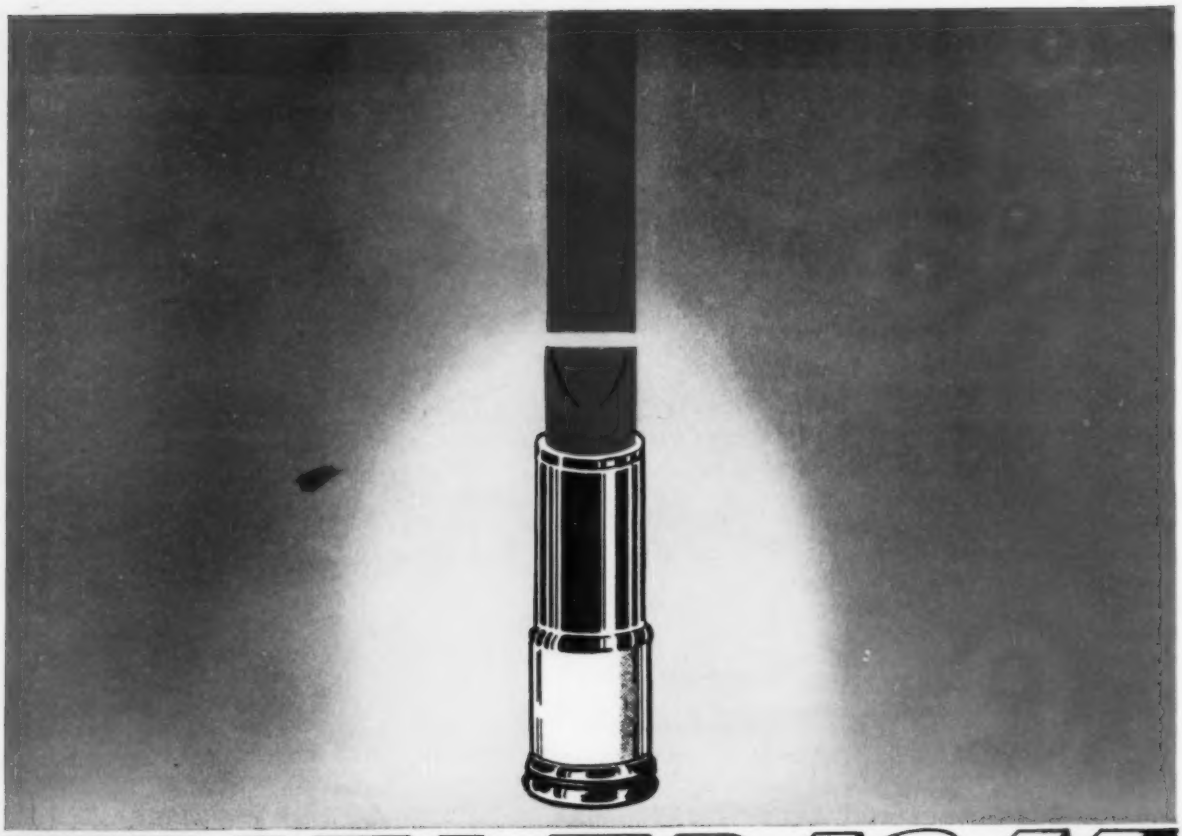
ANSBACHER-SIEGLE is proud that its colors were selected for the enamels* that streamline the famous FREEDOM TRAIN now traveling the length and breadth of our land to rekindle our faith in our American form of democracy.

**Compounded by Kirker Chemical Co. Paterson, N. J.*

Ansbacher-Siegle
CORPORATION

Color Craftsmanship Since 1856

General Offices, Factory and Laboratories
ROSEBANK, STATEN ISLAND 5, NEW YORK



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New Upjohn Branch

The Upjohn Company's new branch was opened January 2, in Portland, Ore., serving the states of Oregon,

J. A. S. RODDA

Washington, Idaho, and the Western portions of Montana and Wyoming.

J. A. S. Rodda, moved up from the position of divisional sales manager of the Northwest division to become sales manager of the Portland branch. He has been with the company for 24 years.

Milo C. McDonnell, former office manager of the Los Angeles branch,

M. C. McDONNELL

will become office manager of the new branch. Mr. McDonnell started with the company as an accountant in the Kansas City branch in 1934.

The new Portland branch is located at 1333 N. E. Union Ave., and has just recently been completed.

Miller in New Post

The appointment of Dr. Orville H. Miller, Ph.D., formerly associated with the U. S. Food and Drug Administration, to the post of director of research, Medicine for Children, Inc., San Francisco, has been announced by Howard B. Lubarsky, president.

In his six years' association with the Food and Drug Administration Dr. Miller was responsible for the analyses of drugs, cosmetics and proprietary medicines.

Born in 1913, Dr. Miller attended school in Portland, Ore. He entered the University of Washington in 1931, but due to the depression was forced to work in pulp mills to save enough to complete his education. He reentered the university in 1935 and received his B.S. in 1938. In 1939 he received his Master's Degree.

Accepting an offer from the Food and Drug Administration, Dr. Miller moved to San Francisco in 1941. He continued his studies and in 1945 passed his examinations and was awarded his Ph.D. in pharmacology.

Coincident with the announcement is the moving of Medicine for Children, Inc., to new, enlarged plant at 920-998 Columbus Ave., San Francisco.

Felton Catalog

Felton Chemical Company, Inc., now has ready for distribution a new attractive and informative catalog "Aromatic by Felton."

The catalog contains a listing of aromatic and perfume materials conveniently arranged according to usage, and clearly defined. In addition, listings of many interesting and useful specialties will be found in the booklet which should be of interest to perfumers, toilet goods and cosmetic manufacturers, soap makers and technical users of aromatic and perfume materials of all kinds.

Gallagher Advanced

L. Cletus Gallagher has been promoted from territorial representative to New England district manager of the California Fruit Growers Exchange, products department.

For the past sixteen years, Mr. Gallagher has been closely associated with T. F. Baker, Eastern division manager of the Exchange, as sales representative. Mr. Gallagher is well known as a food technologist and is the author of a number of technical articles on food processing.

Kraus Completes 25 Years with Merck

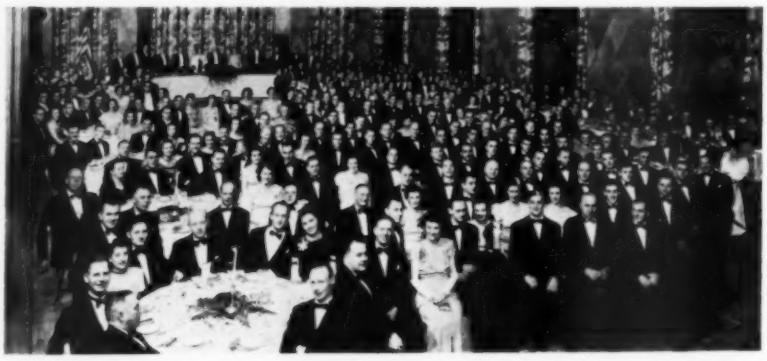
Frederick Kraus has rounded out 25 years of service with Merck & Co., Inc. He is chief of the promotion service section of Merck's advertising department.

Mr. Kraus' association with Merck began in 1922 when he joined the specialties department. Later he was transferred to the merchandising and promotion department, and in 1944 he was advanced to his present position.

Sterling Wins Decree in Fair Trade Suit

A final decree has been entered in Chancery of New Jersey which enjoins two Newark drug stores from violating the manufacturer-retailer fair-trade agreements of the R. L. Watkins Company and the Centaur Company divisions of Sterling Drug Inc.

Sterling has filed suit against Wolf's Cut Rate, also known as Wolf Drug Company. Signed by A. Dayton Oliphant, chancellor, and O. Bigelow, vice chancellor, the decree perpetually enjoins and restrains Wolf's from selling, advertising for sale or offering for sale at its stores the products of the two Sterling divisions by making and giving the purchasers any cash rebate; from giving any article of merchandise for which the customer does not pay the full and fair value in addition to the minimum resale price stipulated for the trade marked products of the two divisions, or from selling any of these products at less than minimum fair trade prices.



Nearly 300 employees of Fritzsche Brothers, Inc., attended the Company's annual dinner dance December 13, at the Hotel New Yorker. Don't look for Jim McNamara, since he was confined to a hospital bed as a result of an injury. But he kept in touch with the proceedings by means of an amplified telephone hook-up between his room and the ballroom.

Alexander Leaves Ali Baba

Julien Alexander has severed his connection with the Ali Baba Corporation. He will devote his time to Amie Products Company, private label manufacturers at 131 Water St., New York.

B. R. ARMOUR

N. Y. Board of Trade Elects Directors

The New York Board of Trade at its seventy-fourth annual meeting elected a group of new directors. Among those elected representing the drug, chemical and allied trades were: B. R. Armour, president of Heyden Chemical Corp.; Stanley I. Clark, vice president, Sterling Drug, Inc.; James Flanagan, secretary and general counsel, S. B. Penick & Company; Harold C. Green, national accounts representative, L. Sonneborn Sons, Inc.; Clark L. Rodgers, eastern sales manager, Owens-Illinois Glass Co.

Fred J. Stock, vice president, Chas. Pfizer & Company, Inc., who had been elected during the course of the year was re-elected for a longer term.

JAMES FLANAGAN

BIMS Reorganization

In accordance with a resolution passed by a special meeting of the general committee, BIMS has completed the reorganization and the new committee as listed now has charge: A. H. Bergman, Oxzyn Sales Company; A. C. Burgund, Carr-Lowrey Glass Company; S. H. Corkran, E. N. Rowell Co., A. H. Wirz, Inc.; C. W. Darr; Paul A. Dunkel, Paul A. Dunkel & Co., Inc.; J. A. Ewald, Allied Products, Inc.; P. L. Forsman, C. H. Forsman Company, Chairman Executive Committee; I. S. Goodwin, Yardley & Co., Inc.; H. G. Griffiths, Pennsylvania Drug Company, Executive Comm.; J. A. Leyden, Hampden Glazed Paper & Cord Co., Executive Comm.; F. J. Lueders, George Lueders & Co.; S. L. Mayham, T. G. A. Assn.; Executive Comm. and treasurer, M. F. Schultes, The Hewitt Soap Co., Inc., General Chairman; W. H. Sheffield, New England Collapsible Tube Co.; K. L. Patterson, Stanco, Inc.

Lange Named V. P. in Charge of Finance for Cutter

Harry R. Lange has been elected vice president in charge of finance and accounting by the board of directors at Cutter Laboratories, Berkeley, Cal.

HARRY R. LANGE

For the past two years, Mr. Lange has been controller for the company. Previous to coming with Cutter, he had a wide range of experience with Eastern companies in the financial and accounting field.

C. S. C. Annual Sales Conference

Corporation officers and representatives from all plants of Commercial Solvents Corporation held a two-day annual research conference in Terre Haute, Ind.

The meeting was planned by T. S. Carswell, manager of the research and development department, Dr. Jerome L. Martin, director of research, F. M. Crawford, patent counsel and Dr. Paul W. Bachman, manager of the technical development division.

DeVore Named Plaskon Sales Manager

Henry W. DeVore, district manager for molding compounds for Plaskon in Chicago for three years, has been appointed sales manager of molding materials for Plaskon division of Libby-Owens-Ford Glass Company.

HENRY W. DEVORE

Starting with Plaskon as a ball mill operator in 1932, Mr. DeVore later worked in production, general office and accounting for three years, then joined the sales department in sales service engineering for molding materials.

Steenrod Named V. P.

Appointment of Robert L. Steenrod as divisional vice president of the Bayer Company division, Sterling Drug, Inc., has been made known.

Joining the Sterling organization in 1934 as a special representative, Mr. Steenrod has held a number of important positions with the company. In his new capacity he succeeds Stanley I. Clark.

R. L. STEENROD

Born in Wheeling, W. Va., in 1909, Mr. Steenrod received his B.S. degree from Washington and Jefferson College in 1931. He served for five years with the Armed Forces.

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LAVENDER FIXATIVE

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are now again available for the first time since the war to help you solve the problem of how to adequately fix your lavender component in straight lavender and fancy bouquets.

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Food Research Labs Celebrate 25th Anniversary

Food Research Laboratories, Inc., Long Island City, N. Y., celebrated its twenty-fifth anniversary with a cocktail party in the Assembly Suite of the Waldorf Astoria, December 15, 1947.

A wide circle of friends including prominent scientists from the universities, medical schools and research foundations gathered to congratulate Dr. Philip B. Hawk, president and founder, and Dr. Bernard L. Oser, vice-president and director of the laboratories.

The services of the Laboratories, founded in 1922, are engaged not only by smaller firms which rely on it for all their research, but also many nationally known organizations to supplement or support their own research activities.

Sanders Joins Rallet Corp.

Jean Despres, president of Rallet Corporation, has announced the appointment of C. Ray Saunders as managing director of Rallet Corporation and Marie Earle.

Mr. Saunders has been sales manager of the chain and wholesale division of Hudnut Sales Corporation, New York since his return to Hudnut in November 1945, after three years service in the Army Air Forces.

MM&R Sales Meeting

The annual sales meeting of Magnus, Mabee & Raynard, Inc., was held January 3-5 in the Hotel Warwick, New York. Keynoting the yearly gathering of MM&R representatives from all over the country was the theme "Be Prepared—Know How." The role of moderator was filled by Arthur H. Downey, head of MM&R technical division.

Montean Joins Firmenich

John J. Montean, who has been associated with Naugatuck Aromatics Division of the United States Rubber Company, has joined the staff of Firmenich & Company, as sales representative.

JOHN MONTEAN

Mr. Montean holds a degree from Michigan State University, has done graduate work in organic chemistry at Columbia University and Ohio State University.

Merck Names New Controller, Secretary

Raymond E. Snyder has been elected controller of Merck & Company, Inc., he joined the company in 1941 and became assistant controller in 1945.

John T. Connor, who has been serving as general attorney for the company is now secretary. Formerly he was general counsel for the Office of Scientific Research and Development and then served as special assistant to the Secretary of the Navy.

Two Join Welch, Holme & Clark

James Howard and Eugene V. Depuis have joined the sales force of Welch, Holme & Clark Co.

Mr. Howard is a graduate of the London Polytechnic Institute, a former R.A.F chief pilot officer, and prior to his joining W. H. & C. a field sales engineer for Philco.

Mr. Depuis, for several years associated with Adam Cook's Sons, Inc. will cover the New York territory.

DCAT Dinner Announced

The Drug, Chemical and Allied Trades Section of the New York Board of Trade is formulating plans for its twenty-second annual dinner which will be held March 11, 1948, at the Waldorf Astoria, New York.

Fred J. Stock, vice president of Chas. Pfizer & Co., Inc., DCAT chairman, has appointed the following chairman to head active committees for the dinner: Lloyd I. Volvkening, president of Ivers-Lee Company, head of dinner arrangements committee; Harold M. Altshul, president, Ketchum & Company, in charge of program committee; Robert B. Magnus, vice president, Magnus, Mabee & Reynard, Inc., reception committee; Harold C. Green, L. Sonneborn, Sons., publicity committee.

Private Brand Co. Formed

The formation of De Long-Freemen, Inc., has been announced. It will manufacture cosmetics and specialize in private brand trade. The president of the Corporation is Robare De Long. Joel G. Freeman is the assistant secretary and treasurer of the company. The offices and laboratories are located at 127-129 Water St., New York 5.

They Shall Be Nameless

The first two luncheons of the "Club Without A Name" were held December 4 and January 8, at Zum's Brew House at 54th St., New York. Among those present was Chet Hall, W. J. Bush; Roy Williams, E. J. Spellman, Dodge & Olcott; Dan Beyer, P. R. Dreyer; John Evers, General Foods; Frank Clarke, International Wax Refining; Art Mulligan, Lehn & Fink; Henry Bashwiner, Magnus, Mabee & Reynard; Dick Hosang, N. J. Zinc; L. Zucchi, McKesson & Robbins; Ben Perry, Perry Bros.; Dave Warner, F. Reinitz Soap; Cliff and H. Conklin, Werner G. Smith; Bill Fairhurst, of Tombarel Products; John Ashmead of Vi Jon Labs.

Architect's sketch of part of the new addition to the Sterile Techniques Building of Merck & Co., Inc., Rahway, N. J. The new unit will contain special equipment for weighing and packaging both penicillin and streptomycin.

Monsanto Advertising Dept. Established

Howard A. Marple has been appointed director of the newly created advertising department for Monsanto Chemical Company. R. Allen Gardner, named assistant advertising director, also will serve as advertising and sales promotion manager for the organic and phosphate divisions located in St. Louis.

Edmund G. Greene will have the position of advertising and sales promotion manager for the Merrimac division at Boston, and the same position for the Plastics division at Springfield, Mass., will be filled by Edmund Kennedy.

Braxton Pollard will head a newly established section for foreign advertising. William A. Lang will be transferred to St. Louis to handle exhibits and product displays, while Wilbur Groose and William A. Rooney will be in charge of direct mail, product publications and assist all divisions with product promotions.

Danco Appoints Canadian Rep.

Gerard J. Danco, Inc., exclusive agents for Camilli, Albert & Laloue, S. A., Grasse, France and Etablissements Victor Hasslauer of Paris, for the U. S., Canada and Mexico have appointed Minferment Ltd., 1461 Union Ave., Montreal, as sales representatives for Canada.

Dr. Guenther Gives Talk

The monthly meeting of The American Society of Perfumers was held at the Advertising Club, New York, December 17. Featured at the meeting was a talk by Dr. Ernest Guenther, chief chemist of Fritzsche Brothers, Inc., on the production of essential oils in the Western Hemisphere.

Pennsalt Fluorine Supervisor

James McWhirter has been placed in charge of flourine product process development and manufacture for the Pennsylvania Salt Manufacturing Company.

Mr. McWhirter, superintendent of Pensalt's Natrona, Pa., plant for the past two years, will direct all phases in flourine product manufacturing, temporarily from the Easton, Pa., plant.

A native of Scotland, Mr. McWhirter came to this country when he was three. He earned his M.S. at New York University.

Ethix Corp. Formed

Alfred W. Woitz has announced the formation of Ethix Corporation, 959 Park Place, Brooklyn, N.Y.

S. M. Announces New Division

Daniel S. Shaffer, vice president and general manager of Special Milk Products, Inc., Los Angeles, announces the formation of a new division to his company. S. M. Pharmaceutical Division will develop a line of ethical pharmaceuticals. New and larger quarters have been taken by Special Milk to take care of the expanded operations.

Wolfe Joins Merck

H. George Wolfe has joined the advertising department of Merck & Company, Inc., as a pharmaceutical writer and editorial advisor.

He comes to Merck from Murray Breese Associates, Inc., where he was pharmaceutical director.

Mr. Wolfe has an extensive background in pharmacy and is the author of many articles on various phases of his specialty. He studied pharmacy and allied sciences at Columbia and the Universities of Munich and Koenigsberg.

Charles W. Speed

Charles W. Speed, treasurer and a director of S. B. Penick & Co., died December 28.

Mr. Speed joined the firm in 1917. In later years he became treasurer, a position he held until his death. As a result of poor health he retired about two years ago, but remained an officer in the company. He was 66 years old.

Edwin Wise

Edwin C. Wise, 45, head of the Upjohn Company nutrition department and prominent in the development of that phase of the Company's work, died December 7 at the University of Michigan Hospital, Ann Arbor, after a long illness.

Mr. Wise had been associated with the Upjohn Company for two decades. He joined the firm in 1926 as a salesman, but his chief interest lay in research. His efforts were devoted exclusively to the development of vitamin products. One of the major contributions made by Mr. Wise was the development of an adequate source of supply of cod liver oil. This called for two arduous trips to the Artic in 1935 and 1936. He returned with assurances of a reliable source of oil, the source being sustained even during World War II.

A native of Kansas City, he received his master's degree in chemical engineering from the University of Kansas in 1925.

Mrs. Lothair S. Kohnstamm

Mrs. Madeline P. Kohnstamm, wife of L. S. Kohnstamm, president of the firm of H. Kohnstamm & Co., Inc., died November 29 at her home in New York.

Mrs. Kohnstamm was an artist and has exhibited her works in a number of prominent eastern art galleries including the Metropolitan Museum of Art.

Surviving her are her husband, a daughter and two sons.

Albert V. Henissart

Albert V. Henissart, vice president in charge of sales of the Antoine Chiris Company, Inc., died suddenly of a heart attack on December 25, at his home in Hollis, L. I., at the age of 56.

Mr. Henissart was born in London, England and was educated at L'Ecole Polytechnique in Paris, and at the Sorbonne. During World War I he served in the Intelligence Service of the British Army.

In 1923 he came to this country and was for many years associated with the Chiris Company in the sales department. He was elected vice president in charge of sales shortly before his death.

He leaves a widow and two children.

Hobart J. Park

Hobart J. Park, son of one of the founders of the 108-year-old Park & Tilford, which grew from a small New York store into a leading American business institution, died January 6, after a long illness. He was 93.

Mr. Park was a director of the company at the time of his father's death in 1893 and inherited the co-founder's interest in the business. He sold his interest in 1906 to Frank Tilford, son of the other co-founder.

...in 1856 to be exact—

the science of compounding chemical pigment colors was pioneered commercially in this country by the founders of this firm . . .

Keeping pace with the progress of America during the past hundred years, ANSBACHER-SIEGLE has maintained its pre-eminent position of leadership in the development of color craftsmanship by constant devotion to chemical research, resulting in so many discoveries of better and more versatile colors for the COSMETIC INDUSTRY...

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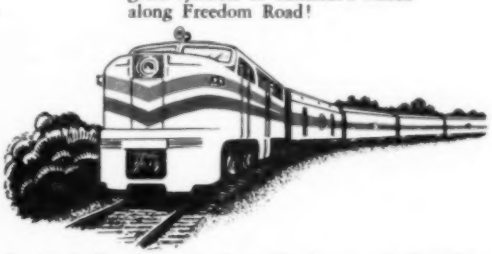
ANSBACHER-SIEGLE is proud that its colors were selected for the enamels* that streamline the famous FREEDOM TRAIN now traveling the length and breadth of our land to rekindle our faith in our American form of democracy.

**Compounded by Kirker Chemical Co. Paterson, N. J.*

GET ABOARD THE FREEDOM TRAIN . . .

When History Rolls Into Your City!

See THE GETTYSBURG ADDRESS—
in Lincoln's own handwriting!
See THE CONSTITUTION OF
THE U. S.—
with corrections by Geo. Washington!
See THE DECLARATION OF
INDEPENDENCE—
Signed by Benjamin Franklin!
See these and more than a hundred other
great symbols of America's march
along Freedom Road!



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Color Craftsmanship Since 1856

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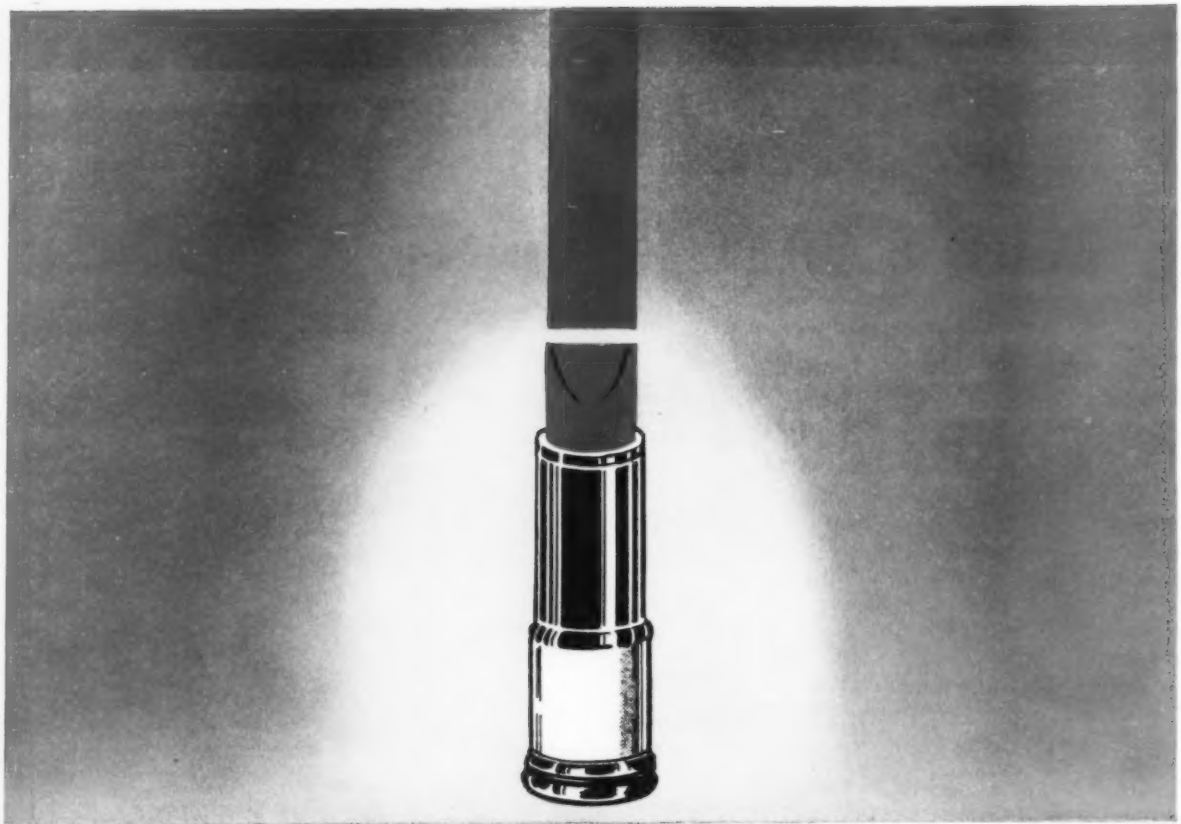

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Face Powder	Face Creams
Sachets	Lotions
Etc.	Etc.

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So well protected

...YET SO EASY TO OPEN!

CA-2 machines in plant of B. C. Remedy Co.

A tight over-all wrap of heat-sealed cellophane—with cellophane easy-opening tape—protects BC powders against moisture. Slot through which tape passes is sealed to make protection complete.

Cellophane wraps with easy-opening tape are suited to a wide variety of products.

When a product requires absolute protection against outside contamination, a tightly-sealed over-all wrap is a "must". But consumers dislike fumbling with wrappers that are difficult to open.

Our Model CA-2 machine solves this problem by making *easy-to-open* wraps of glassine, cellophane, paper or foil—at speeds of up to 150 per minute.

Individual sterilized bandages, powders in envelopes, tablets in tins or cartons, etc., are now being wrapped in this protective, convenient-to-use manner.

In each case, the slot through which the quick-opening tape or thread protrudes is ingeniously sealed to keep the wrap protective throughout. And when printed wrappers are used, the printed design is properly located by electric eye.

Send us samples of your products

Perhaps you have a new product to wrap. Or you may wish to increase the sales appeal of some item in your line. Why not submit your problem to us? Write or phone our nearest office.

PACKAGE MACHINERY COMPANY
Springfield 7, Massachusetts

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LOS ANGELES SAN FRANCISCO SEATTLE TORONTO

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

Production Forum

By Francis Chilson
Industrial Consultant

Machinery Users' Needs

At the recent Packaging Institute meeting I talked on what machinery users need and expect from machinery makers. In that discussion I pointed out that suppliers of packaging equipment especially are rapidly losing what seems to me to be rightfully called, "the production attitude," and are replacing it with the "drafting room attitude."

These points of view very often are widely at variance. The drafting room is interested in turning out designs for equipment that will function mechanically. The machine designer more often than not had no experience in running a production plant. His interest is in producing machines and not products from machines. Very often packaging machinery designers have little or no conception of the relation between their particular piece of equipment, and the equipment that precedes it or comes after it. They often fail to realize that their particular machine is but one of the links in a chain that extends not only through the packaging room, but up through the factory into the processing departments.

The user of packaging equipment on the other hand—the production man—is not so much interested in mechanical efficacy and appearance as he is in turning out at the proper speed, perfect packages. He is interested in faster and faster machines; he is interested in machines that are adjustable over a wider range of sizes; he is interested in machines that are easy to set up and change over; he is interested in machines that are easy to clean; he is interested in machines that will stand the gaff of continuous production—sometimes twenty-four hour production—over a considerable period of time.

However, the drafting room and the production points of view are not necessarily irreconcilable. In the old days when most of the manufacturers of packaging equipment had once worked in production plants themselves before they started in the machine business, the production point of view was rather more prevalent than it is today. Nowadays, machinery builders, process and packaging machinery builders alike, are forced by their very size to employ engineers from every possible source. Hence, many of their engineers have had no actual production experience, have never been responsible for maintaining equipment in a production plant, and have never been responsible for the results obtained through the use of machinery. These engineers may be ingenious, inventive, and all that, but a production man is not interested in the ingeniousness of a machine so much as he is interested in whether or not it will work at the proper speed and produce goods of the proper quality.

Sometimes machine builders become specialists in a particular field and very often are in such a dominating position in that field that they become very stuffy and assume that no "outsider" can contribute anything to the design of their own particular type of equipment.

This is the wrong attitude. Twenty years ago I told the president of one such firm that there should be an adjustable machine in his particular field. He laughed the idea off as being ridiculous. Years later a competitor brought out an adjustable machine and my friend was forced into it after losing a lot of business and is today building one of the best of its kind.

We production people have to supply the market for the machinery builders. We also should supply a reservoir of practical ideas that can be incorporated into the design of new machinery. We already do supply the pressure. It is within the memory of every one of you that fifty packages a minute was considered a good speed for an automatic machine. In a short time, because of demand, the speed jumped to one hundred. In some instances it has now jumped to two and three hundred. We demanded adjustability and eventually we got it. We are going to keep on demanding a lot more things and eventually we'll get them.

But I think also in addition to demanding what we

need, we can, through the Packaging Association, make our ideas available to the builders of equipment. Among production men and engineers working in production plants, there are some excellent machine designers. Some of the best equipment I ever saw was built in production plants and never used anywhere else. There are many special conditions which force us to develop our own equipment. Machinery builders rightfully shy away from building special equipment. They know that when we order special machines from them, we first chisel the price down as low as we can get it, or if we can't get a fixed price and are forced to let contracts on a material and labor basis, we haggle about price anyway. After the machines have been delivered we are very rarely ever satisfied with them. One of the big machine outfits had a special machinery department and even though they charged prices three and four times the normal cost of similar standard equipment, they still lost their shirts.

It has been my experience that when a machine builder tells you that a particular operation cannot be carried out mechanically, he really means that he doesn't want to do it, because he can't see a market for that type of equipment on a scale that would justify the expenditure involved in developing the first machine. We shall have to go on developing our own special machines and paying through the nose for them, and we'll be unable to share our headaches with other people. There are, of course, a few firms who specialize in the development of special equipment and some of them are very good indeed. But there are not many of them that you can rely upon financially.

At the several packaging shows in the past, we've seen machines on exhibition which were developed for particular fields and which, in the eyes of experienced production men, would never work. We've see machines introduced at the packaging shows which didn't even work properly while they were on exhibition. In practically every such instance the machinery builders could have saved themselves a lot of time and money and could have produced successful machines had they gone to production men who were experienced in the particular field to talk over basic designs before doing development work.

There is a vast difference between a good looking machine and a good production machine. Because a machine is streamlined and attractively designed and painted is no proof that it will work. Because a machine will work well on a test run is no proof that it will work on the steady grind of day-to-day production.

Now the machinery builders are not all at fault by any means. We very often take a stuffy attitude toward them. Sometimes we fail to state our problems adequately before machines are purchased—but we never fail to gripe adequately if the machines fail to work after they've been installed. Sometimes, indeed, we go so far as to tell the machinery maker nothing whatever about our general production problem and very often we will not even permit their representatives to enter our plants. We are still so secretive about unimportant matters that we just don't lend a helping hand to the man who is trying to solve our mechanical problems. Very often we ship material in inadequate quantities to machine plants for testing and then later change the formula of the materials without letting the machine builder know. Hence, when we get the equipment it fails to work as we had anticipated. Then we gripe. Sometimes also, we'll make minor changes in containers after we've ordered equipment without letting the machinery builder know anything about such changes. But we're very good at passing the buck when the machines come in and the packages are distorted or marred because of dimensional changes in the packaging materials.

What I'm leading up to is that there should be a closer fusion of production and engineering talent. We've got to get together on a closer basis, and secrecy, insofar as the production of trade-marked products is concerned, should be banished entirely. (There are, of course, plenty of reasons for secrecy in the production of bulk chemicals that are sold as such on a competitive basis, but secrecy should be limited.

To make this cooperation more practical, the machinery builders should allow their designers more time in the field, studying production conditions as they are carried out; they should spend a lot of time studying the nature and operation of equipment with which their own equipment is called upon to work; they should discuss with maintenance men the problems of cleaning up and maintaining equipment and making changeovers. Each equipment builder could have his own advisory panel of production men.

In the meantime, I think there are a lot of things that machinery people should do for us now. In the first place, I think they should stop bluffing about delivery dates. We all have programs and problems and we should be able to rely on a delivery promise, and if the promise cannot be carried out, the equipment maker should notify us promptly so that we can change our plans accordingly.

Bluffing about delivery dates causes friction. It's understandable, of course, to bluff about delivery time because this is a competitive element which every salesman must take into account. But it has reached the point now when everybody realizes that long deliveries are to be expected in practically every mechanical field, and a few months more or less don't make any difference so long as we know that promises can be depended upon. Actually, it's just as bad to have equipment arrive too soon, before we're ready for it, as it is to have it arrive three months after we are all set up for it to start rolling.

Next, I feel that the installation men sent out by the equipment people should be the best machine analysts available. Many, if not most, of the machine installers I've run into are dopes. They pass the buck to their own engineering department; they tell the customer

that the equipment is no good and never should have been sold for the job; they do all manner of stupid things—they do everything, in short, but get the equipment going promptly. We have all had experience with such men. Perhaps we are partly responsible for such a condition. It is far better for us to pay five or ten dollars an hour for a really top notch machine analyst who can get a machine rolling in a short time, than it is to pay two dollars an hour for a dead-head who spends most of his time griping because he has to travel so much, because the home office doesn't appreciate his talents, etc.

I know this is a large order because good machine men who really understand machanical movements are very difficult to get. I don't think this is entirely a question of training or experience—I think it's also also a question of natural aptitude.

The next thing I think machinery people can give us right away is better inspection. I could fill this book with stories about machines that were sent out without grease cups, without motors; with wrong size spare parts and accessories; with pillow blocks that were drilled to receive grease cups but not drilled all the way through so that the grease could get into the shafts, etc. I can tell you all manner of stories about improperly machined cams, binding gears, and improper timing from a variety of causes. All these things point to the lack of inspection of individual parts in the plant of the equipment builder; inadequate inspection and testing of the assembled equipment. There was no excuse for this even during the war. It reveals a lack of good organization and supervision. I know that during the war machines of all kinds were extremely sloppy and careless and still are. But the inspection of parts and assemblies is not a difficult task and it does seem to me that we should not be obliged to make complaints on this score. A great many of the maladjustments I have encountered in the field are due to lack of inspection. Lack of inspection causes annoyance in the plant of the equipment user and is causes loss to the builder of equipment. What has been said here applies not only to builders of packaging machines, but it applies also to builders of processing equipment. I think it applies probably more to builders of processing equipment who, as a rule, do not turn their units out on a standard basis in considerable quantities.

We production men all know that the machinery builder cannot duplicate the conditions of operation in his plant. We know that even after adequate testing with a substantial amount of material, the real bugs will not show up in packaging or processing equipment until it has been on steady production runs, sometimes for several days. Very often a machine that looked good on a test run has to be junked after it's been in production a short while. Realizing this, we should bend over backward to make sure that the machinery builder knows everything we can possibly tell him about the product and the production problem that affects his piece of equipment. We should always realize that every new machine has to be broken in to some extent, and I think most of us do realize this. But the bugs that develop in breaking in new machinery should not be caused by defective parts which could have been detected by proper inspection in the plant of the machine builder. Very often parts will go bad because of hidden flaws .but no one can help that. We haven't yet reached the stage when it pays to X-ray every part.

I think also, that we production men should roll up our sleeves and get in and pitch ourselves when we get a new machine, even though we are not obligated to do so under the terms of the contract. I've heard too many production men say, "The hell with them, it's their machine and they've got to fix it before we'll pay for it." Sometimes, "fixing" the machine merely is a question of telling an installation man what the production problem really is.

Speech Marathon

I'd like to suggest that the members of the American Pharmaceutical Manufacturers' Association buy Jim Rogers a gold medal for making the shortest speech during the recent speech marathon of the APMA. Jim had something to say and he said it in about three minutes. The remainder of the distinguished speakers had something to say and said it in three hours. Three hours of speech making after a full day of it constitutes an endurance contest for the listeners regardless of how good the speakers are. I heard so many important things I can't remember who said what, so now I'll have to read the papers anyway in order to find out. I never saw a more distinguished group of men assembled in one place. I was impressed to the point of speechlessness. I wish that the speakers had been affected likewise. I'm going to establish the Jim Rogers Short Speech Foundation. Contributions please.

People are Funny

There are a lot of sensitive people in the world and apparently there are an even greater number who secretly feel that they are not really doing their jobs properly.

When, in the past, I've had occasion to attack a procedure, a machine, or a mode of management, there are many people in the trade who seem to feel that the article is aimed straight at them.

An instance of this came to my attention recently, when I learned through the trade grapevine, that one of the prominent sales managers in the trade is very incensed at my article on sales management, because he feels that I was taking a dig at him. If I knew the fellow personally, I'd say to him, "If the shoe fits, my lad, wear it." Perhaps if he did it would do him some good, and his men a lot of good. When you consider the fact that I don't know the individual in question;

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F.J.Stokes PHARMACEUTICAL EQUIPMENT FJS Est. 1895

that I've never attended one of his sales meetings; that I've never been employed as a consultant by his company—it would be interesting and amusing to find out why he feels that the article is aimed straight at him. He must have an uneasy conscience.

One of the sales managers of the machinery firms used to keep a clipping file of the various criticisms I make from time to time on all types of machinery, and when the ad salesman for this magazine used to come around to try to sell advertising, this poor guy would pull the clippings out and wrathfully insist that they were aimed at his equipment, and he'd be damned if he'd advertise in this magazine. Since this fellow sold bottling equipment only and since many of the criticisms were addressed to manufacturers of process machinery as well as packaging machinery, it is an interesting observation on human nature that this one individual could be so sensitive as to feel that he was being singled out for personal criticism, and that he could have concluded from it that I was trying to prevent the sale of his equipment in our industry.

Not long ago word reached me through friends that the plant manager of a certain very large plant had stated that he would not employ me as a consultant under any circumstances. Considering the fact that I had never had any business from his company; that I had never even seen the man in question; that I did not know any of his assistants, nor had I ever visited his plant, such a reaction was highly interesting to me. So I arranged, at one of the conventions, to meet him personally. Then I came straight out with it and told him that a man in his position does not usually make such remarks unless he has a reason for them. He wiggled like a fish out of water trying to deny the accusation but he couldn't. Then he revealed that coincidentally, several times when he had tried to institute some major innovations in his plant, he got opposition from his department heads on the ground that I had said in one article or another that such procedures wouldn't work. Inadvertently I had, on more than one occasion, upset his apple cart without ever intending to. By so doing, of course, I, in at least two instances, prevented him from making some major mistakes and saved his company a lot of money. Anyway, we became very good friends and continued to be until his retirement. (Also, I got a big job from his outfit.)

Still more recently I had an article on the inadequacies of a certain type of plant layout. One of my good friends—who, incidentally, didn't get sore at me—said that he knew damn well that I had his plant in mind. Actually, I had part of his plant in mind but I had synthesized into the article, parts of several others to illustrate a major point.

This is my method of procedure. I should be a fool, indeed, to attack any individual or group of individuals with any personal intent. Such a method would only create enemies. The purpose of these comments is to stimulate ideas and discussion. Sometimes by making very sharp comments, one can startle people into a state of awareness of conditions in their own organizations which would otherwise go unnoticed.

We all need our complacency disturbed occasionally. Human beings are prone to follow the line of least resistance until they've followed it too far. So when an occasional shock destroys our composure it is good for us.

My function in writing these pieces is something like the function of the dogfish in Lord Dunsany's memorable fable about the fisherman who conceived the idea of bringing his codfish to market alive so as to get a better price. He caused a tank to be fitted into his boat and went fishing. Upon his return to the dock however, he discovered that because of long inactivity in the tank, the codfish had become soft and worthless. He then realized he had made a mistake and that to keep his catch active and in prime condition he would have to put a dogfish into the tank to chase the cod and keep them stirred up. The fisherman's next trip was highly profitable.

The moral of this fable is that a shot in the arm or a "left to the mush," as Westbrook Pegler puts it, occasionally is good for you.

The following information is supplied by manufacturers of the equipment described and claims made below by these manufacturers are passed along for what they are worth. Presentation of such notice in this department is not to be taken as endorsement of the claims or of the equipment.

Cladmetal Utensils

Food processing, paint and other manufacturers are watching with interest the newest effort to provide metal vessels capable of sustained and evenly distributed heating.

By the bonding of stainless steel and copper to provide a cladmetal combining the corrosion resistance and hardness of steel and the even heating qualities of copper, American Cladmetals Company, newcomer in the cladmetal industry claims its Kinney process will do the trick.

Several cooking utensil manufacturers have ordered pilot lots of the cladmetal sheets from the company. Interest among the various producers has been high in regard to the testing of stainless clad copper in the hope that it will solve one of their most pressing of problems, that of the use of heat in evenly distributed amounts.

At the present time American Cladmetals' stainless clad copper sheets are being rolled by the Carnegie Steel Corporation, but when its new completely equipped plant is finished, Am-Clad will set up initial production and eventually be able to turn out at least 12 million pounds of cladmetal annually.

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OPERATING PRINCIPLE—Raw water passes in series through two reactor tanks containing high-speed, high-capacity ion-exchange resins. These resins have the property of adsorbing and exchanging all the cations and anions in the water supply, giving an effluent water that is equal in purity to distilled water. No heat, no fuel, no cooling water involved in the process. Units are compact, requiring small floor space and little attention. There are only a few simple valves and minimum piping. The range of flow rates is practically limitless. Water is used here as an example, but the same operating principle applies to the De-ionization of any liquid.

If you've overlooked the remarkable development of ILLCO-WAY ionXchange, get the facts today. Countless products are now *better and less expensive* because manufactured with the aid of ILLCO-WAY De-ionized Water. This replaces distilled water at *a fraction of distilled water's cost*—provides 10,000 gallons of pure water for less than a dollar, the ILLCO way! Hundreds of up-to-date plants—pharmaceutical, chemical, cosmetic and the like—are obtaining pure, low-cost process water from compact equipment—which also serves many other fields outside of water conditioning. Write for the basic facts of ILLCO-WAY ionXchange today—indicate your manufacturing problem so we can send specific literature.

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ILLCO-WAY

ENGINEERING AND EQUIPMENT DE-IONIZERS for process water treatment and treatment of liquids and solutions other than water; waste treatment; reclamation of specific constituents. DE-ALKALIZERS: Boiler feed (external); bottling water. SOFTENERS: Industrial, domestic. FILTERS, etc.

Palm-Size Hose Valve

A palm-size, hose valve has been developed for use in a variety of industries from chemical plants, to food and drug product manufacturers. By the use of an hydraulic principle, it operates without springs and with only two moving parts—the operating plunger and the controlling ball. It is manufactured by the Paul Valve Corporation, 683 Third Ave., New York.

The hose nozzle is discharged by pushing a button. This causes the plunger to roll the ball off its seat, giving instant full flow. At 50 p.s.i. hose pressure, less than 10 pounds of finger pressure on the button open the valve. Only 4 pounds of finger pressure are necessary to hold it open, giving approximately 13 gallons per minute through the nozzle.

When the button is released, the difference in pressure between the center and the outside of the stream forces the ball into the valve throat, closing the valve and raising the push button plunger. The ball is held firmly against the seat by line pressure, making a line-contact seal.

The valve is available for standard hose sizes from one quarter inch to 1 inch, delivering up to 13 gallons per minute at 75 pounds per square inch line pressure. It is made of Monel, for maximum resistance to corrosion and wear. The body is rubber-coated so there is no danger of scratching interior surfaces of tanks or other equipment.

Chemical Pump

Shown for the first time at the recent Chemical Exposition in New York a piston type pump developed especially to handle liquids in precisely controlled volume, developed by the Milton Roy Company, 1389 Mermaid Ave., Philadelphia.

Constant flow is achieved by translation of the motion of the driver through cams to cause a plunger to move forward at a constant rate of speed. Two plungers in two displacement chambers are employed, with a common suction and common discharge connection. There are a total of eight check valves, two on the suction and two on the discharge of each displacement chamber, arranged in a step valve design to automatically discharge air or any entrained gas and assure positive check valve action. As one plunger nears the end of its stroke, its speed is slowed at a rate equal to the start forward speed of the second plunger so that the total discharge volume remains a constant.

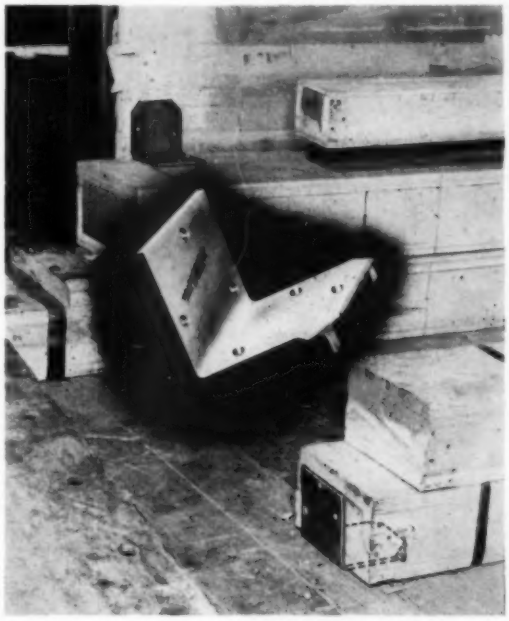
The capacity of the pump is fully adjustable while the pump is in operation, from a maximum to practically zero, through an indicating hand micro adjustment.

Liquid ends and plungers are interchangeable, which means the pump is advantageous for laboratory and pilot plant uses as well as for full scale production.

Spur Cleat

Railroads, truck lines as well as manufacturers, have suffered more from freight losses and damage than from any other factor involved in carrying merchandise, and the methods to combat these losses have been varied, meeting with more or less success.

The National Dunnage Company has come up with the Peyton Spur Cleat designed to help reduce such freight damages. It may be used to supplant the common wood materials (which are extremely vulnerable to load strains set up in all types of commercial carriers). Wood blocks nailed to floors and walls, tend to work their way loose through lateral stress and allow the merchandise to shift about with accompanying damage and loss.



As shown in the illustration, the Peyton Spur Cleat may be nailed on either of its angles and the spurs on the bottom surface driven into the holding surface. The spurs are at 45 degrees to the base angle which permits anchoring of the plate cross grain to any wood surface.

The chief advantages of the cleats are their flexibility of use, as hold down, reinforcing, pocket, back-up cleats and side blocks, plus their indestructibility, holding power and space saving design. Rough handling or "yard impacts" of railway cars will not loosen the Peyton Cleat. Loading costs are substantially lower since they can be fastened in less time. The cleats can be used to secure boxes, barrels and any type of container or palletized load. They are also suitable for bracing all types of bulkheads or gates.

Additional information may be had by writing National Dunnage Company, 5715 Hudson St., Dallas.

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No matter your packaging needs—**CLEAN CUT OFF FILLING** for products that seek their own level or **BOTTOM UP FILLING** for semi-solids—"GEYER" does the job . . . No drip . . . Clean Filling . . . Entirely automatic . . . Maximum production assured.

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1. Turbine head near bottom of tank starts a converging horizontal flow which carries sedimentary material into close-fitting rotor vanes.
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The Eppenbach HOMO-MIXER is built on an entirely new principle. Whereas ordinary mixers create a vortex in the material that pulls in air, the HOMO-MIXER draws only from the bottom of the tank. Entrapped air tends to cause separation and splitting, and frequently oxidizes the product.

Furthermore, the HOMO-MIXER does not require a high head of liquid to give efficient mixing action. It is possible to process material in a tank at a depth just great enough to cover the mixing head. Fits tanks of all types and shapes . . . no clamps required . . . no special angle of installation.

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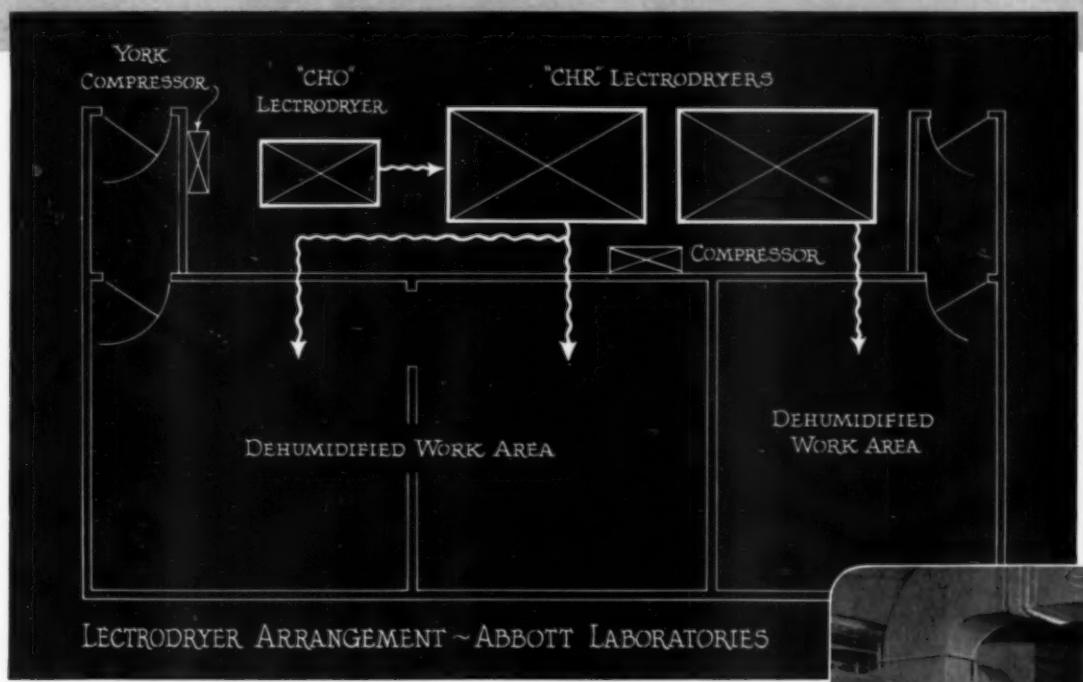

Three Lectrodryers and two York refrigeration machines maintain a constant temperature and DRYness in these three packing rooms.

PURE has long been the reassuring label on drug packages. Now DRY, and very dry at that, has become an equally important requirement for many products.

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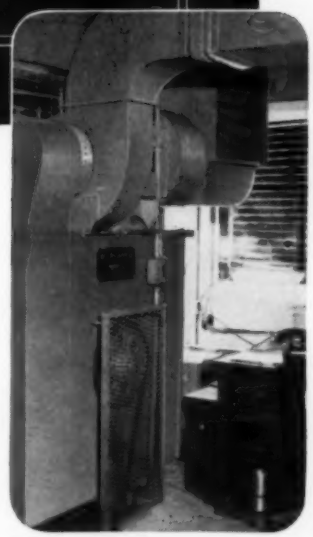
Three packing rooms are maintained at a constant temperature and very, very dry, so that powdered drugs which pick up moisture are protected until they're safely sealed in moisture-proof vials. Even the workers lock themselves in and out of the rooms through double doors to prevent the admission of moisture-laden air.

Whatever *your* DRYing problem, there's a Lectrodryer to help solve it. Write Pittsburgh Lectrodryer Corporation, 309 32nd St., Pittsburgh 30, Pa.

In England: Birlec, Limited, Tyburn Road, Erdington, Birmingham.
In Australia: Birlec, Limited, 51 Parramatta Road, Glebe, Sidney.



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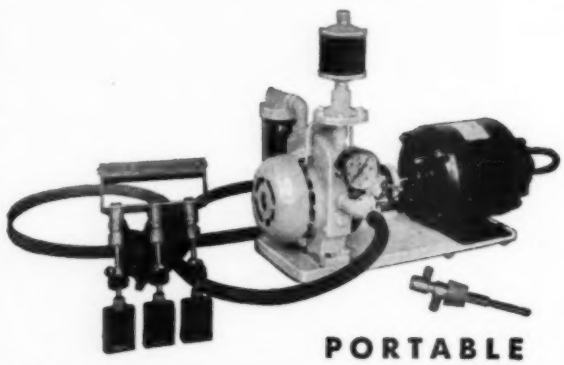

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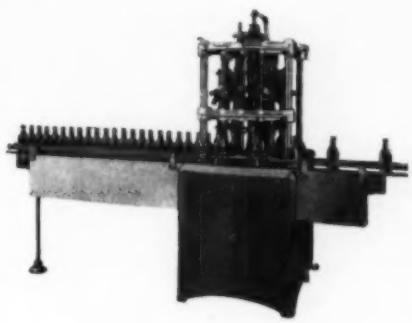

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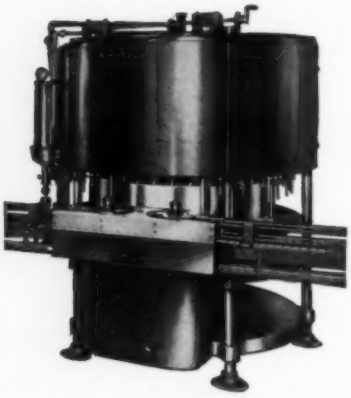

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Built in 5 standard machine sizes to handle any liquid, light, heavy, syrupy, foamy—container sizes from ounces to gallons—speeds up to 300 containers per minute. Whatever your filling problem may be, consider the advanced features of the U. S. Rotary Vacuum Filler.

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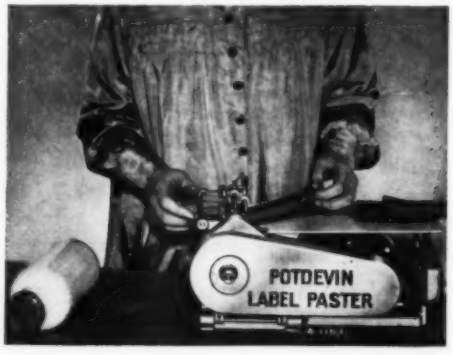

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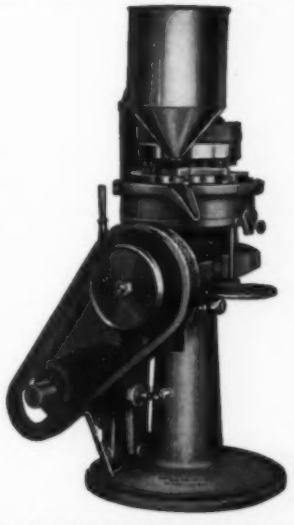

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YOUR TRADE-MARK RECORD

By JOHN H. GRAHAM
International Trade-Mark Consultant

F. T. C. Cancellations Under The Lanham Act.

WHEN the Lanham Act was duly passed by Congress and was being discussed on all sides, one of the "jokers" introduced into the pack was found to be the "proviso" of Section 14 which gave the right to the Federal Trade Commission to step in under some conditions and ask for cancellation of a registered trade-mark. Dire predictions were made and some even hesitated to advocate converting trade-marks registered under the old 1905 Act to place them under the wider and more beneficial terms of the Act of 1946.

Such first judgments and hasty decisions have since been dispelled. It was quite an innovation in our laws to permit one government agency such as the F. T. C. to call upon another agency with a challenge, and it has caused quite some controversy. Neither the Patent Office nor the F. T. C. seemed at that time ready to take any initiative in setting up any means for accomplishing the procedure outlined.

F. T. C. Cancellation Powers are Limited.

First of all, it should be made very clear that the F. T. C. as a government agency can only act in certain cases. The F. T. C. can only apply for cancellation of a trade-mark on the grounds, as follows:—

(a) the registered trade-mark has become the common descriptive name of the article or substance on which a patent has expired;

(b) the mark was fraudulently obtained;

(c) the mark is prohibited as by being immoral, disparaging, etc.;

(d) the mark is being used to misrepresent goods or services;

(e) the mark has been abandoned;

(f) in the case of a certification mark it is being used falsely.

Now actually, these provisions are very minor. Case (a) is similar to "Aspirin" and is something which can easily be avoided by an alert owner of both a patent and a trade-mark. Cases (b), (c) and (d) are such that any mark, if it could be registered under these prohibitions, would be a bad mark and would not be upheld in Court. So if one owning such a mark sued for infringement, for instance, he would fail completely. The F. T. C. in these cases is only doing what any individual can do by applying for cancellation on the same grounds.

In the case of (e)—abandonment—here again the mark is no longer good and can even be appropriated by another so the owner of an abandoned mark does not have a valid trade-mark on which to sue.

In the case of (f), such a ground could obviously be used by an individual with success as a reply to infringement of such a mark since misuse is also prohibited by the Act.

Accordingly, all it means is that the F. T. C. as a body can do what the individual can do in some cases where a mark is completely invalid, thus removing the burden of such procedure from the individual. If your trade-mark is good, was validly obtained, and is actively used, namely, if you have a good sound trade-mark, you are open to no challenge from the F. T. C. If, on the other hand, your mark is bad, you are open to challenge completely, whether from an individual, firm, corporation, or the F. T. C.

The Patent Office Decides the Issue—Not the F. T. C.

In any instance where the F. T. C. appears demanding cancellation, they do so as equivalent only to an individual. They go before the Patent Office with their evidence and have no privileges not open to the individual who can do the same thing.

The person owning the trade-mark answers as he does if you sue for cancellation. Either party can appeal in the usual way. Thus, the only difference in the case where the F. T. C. decides to act is that a government agency takes the ball instead of a private enterprise.

If the mark is bad for any of the reasons stated, it will be cancelled from the register. This is as it should be, and the issue of whether the F. T. C. caused the cancellation or Smith Jones and Co. matters little, except perhaps to Smith Jones and Co.'s financial statement.

Recent F. T. C. Rules Explain More About These Actions

A short while ago the Federal Trade Commission amended its rules to include Trade-Mark Procedure under the Lanham Act provisions. From these it appears that any person may place before the F. T. C. details regarding a trade-mark which appears to fall in the prohibited sections (a) to (f) given above. Detailed information will be carefully considered by the F. T. C.

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to see whether cancellation proceedings should be commenced.

According to section 7.13 (c) "application from members of the public and government agencies seeking the intervention of the Commission . . . . .are referred to (the F. T. C.'s) Office of the General Counsel, Trade-Mark Division, for consideration and report . . . . ."

Thus, it appears that anyone can instigate proceedings by submitting a case to the F. T. C., thus personally avoiding the costs and obligations of a suit to cancel instigated by themselves. If this is really going to be the case, we can expect quite some fun. The F. T. C. can file suit for cancellation if a mark has become abandoned, for instance. But if we present them with all evidence of abandonment which we would normally prepare for presenting to the Patent Office, will the F. T. C. carry the ball from there and proceed to have the mark cancelled for us?

This question of F. T. C. intervention is very controversial and it will be a long, long time before we have a clear picture.

Certainly, however, it need in no way affect or influence owners in our industries who have trade-marks which were validly obtained, are actively in use, and are not subject to the provisions set forth above in sections (a) to (f). And more certainly, it should not be considered at all as a factor in whether or not to re-publish or re-register a 1905 or 1920 registration, since if a mark is bad by reason of its falling into the categories set out in (a) to (f) above, it will remain so whether you leave it in its old form or take advantage of the provisions of the new Act. If the mark is now the common descriptive name of the product, if the mark was fraudently obtained, if the mark is used falsely or to misrepresent the goods or origin thereof, if the mark is prohibited for any of the statutory reasons, then nothing you do now or fail to do now can alter the fact that the mark is bad and will be held invalid in Court. If the mark has become abandoned, all you can do is to revive it and start with a new registration. But conversion to the Act of 1946 has nothing to do with the situation, as is obvious. The many advantages obtained by conversion of a mark to the Lanham Act have been previously given and in most cases they far outweigh any such consideration as the vague possibility of F. T. C. action under Section 14, as explained above.

The following Trade-Marks were published in the Official Gazette of the U. S. Patent Office in Volume 604 (numbers 3-4) dated November 18 to November 25, 1947 and Volume 605 (numbers 1-3) dated December 2 to December 16, 1947, inclusive.

100% HUNDRED PER CENT—VI—BC—521,583
Les Parfums de Dana, Inc., New York, N. Y.
Ser. Apr. 30, 1947 D. U. Apr. 22, 1947

"A FRAGMENT OF MY HEART"—VI—B—493,861
The J. R. Watkins Company, Winona, Minn.
Ser. Dec. 22, 1945 D. U. Nov. 8, 1945

AMACO—VI—BCHKM—508,289
Oscar E. Honig (Amaco Labs.), Amarillo, Tex.
Ser. Aug. 30, 1946 D. U. July 20, 1946

AMMI—I—DENT—VI—K—501,870
Professional Products, Inc., Flushing, N. Y.
Ser. May 10, 1946 D. U. Apr. 3, 1946

ANGEL FACE—VI—C—501,869
Pond's Extract Co., New York and elsewhere
Ser. May 10, 1946 D. U. May 1, 1946

"ARTEZ WESTERLEY"—VI—BC—523,446
Zofia Dolega Dziakiewicz (Fifth Avenue Cosmetics), N. Y.
Ser. June 2, 1947 D. U. May 29, 1947

ATH-LOID—VI—T—499,888
Ath-Loid Labs., Rochester, New York
Ser. Apr. 9, 1946 D. U. Feb. 2, 1946

BAMBOO—IV—A—499,316
Consolidated Cosmetics, Chicago, Ill.
Ser. Mar. 30, 1946 D. U. Mar. 28, 1944

BAN-O-VEX—VI—T—525,192
Chemola Manufacturing Co., Houston, Tex.
Ser. June 30, 1947 D. U. June 27, 1946

BOND STREET—VI—ABCH—514,157
Yardley & Company Limited, London, England
Ser. Dec. 12, 1946 D. U. 1922

C & S—IV—A—514,009
Albert R. Chappel (C & S Products), Jerseyville, Ill.
Ser. Dec. 11, 1946 D. U. Mar. 2, 1946

CAPLOK—VI—C—514,476
Richard Hudnut, New York, N. Y.
Ser. Dec. 18, 1946 D. U. 1936

CAPTURE—VI—ABCD—524,406
Jerome F. May, Asbury Park, N. J.
Ser. June 18, 1947 D. U. Nov. 21, 1939

CARL BRANDENFELS—"THE HAIR FARMER" (and des.)—VI—H—511,198
Carl Brandenfels, Inc., St. Helens, Ore.
Ser. Oct. 21, 1946 D. U. Mar. 25, 1946

CASTA PHYTIN—VI—T—513,098
Neil Castaldo (Spencil), Cranford, N. J.
Ser. Nov. 23, 1946 D. U. July 1, 1946

CENTER OF ATTRACTION—VI—BC—514,661
Lentheric, Inc., New York, N. Y.
Ser. Dec. 21, 1946 D. U. Dec. 11, 1946

CHARLIE'S RELIEF—VI—H—522,034
Charles Goltra, Albany, Ore.
Ser. May 7, 1947 D. U. Aug. 1, 1946

COASTAL-ENE CAN ESE (and des.)—VI—S—520,117
George Lanneau Nye (Nye Drug Co.), Mullins, S. C.
Ser. Apr. 3, 1947 D. U. Jan. 1, 1943

COLOR INTERPLAY—VI—C—514,037
Richard Hudnut, New York, N. Y.
Ser. Dec. 11, 1946 D. U. Sept. 25, 1946

CUPID-LITE—VI—B—521,149
Rubican, Inc., New York, N. Y.
Ser. Apr. 22, 1947 D. U. Dec. 20, 1946

CUTICURA LIQUID—VI—HM—518,319
Potter Drug & Chemical Corp., Malden, Mass.
Ser. Feb. 28, 1947 D. U. Feb. 1, 1946

DARK BRILLIANCE—VI—B—507,197
Lentheric, Inc., New York, N. Y.
Ser. Aug. 10, 1946 D. U. July 17, 1946

DEGAS—VI—BCE—505,289
Guy Degas, Paris, France
Ser. July 9, 1946 D. U. Apr. 18, 1946

"DENTOCILLIN" (MARLO)—VI—M—508,301
Marlo Lab. Inc., Philadelphia, Pa.
Ser. Aug. 30, 1946 D. U. Feb. 4, 1946

EILEEN—VI—G—518,718
Coronet Beauty Products, Inc., Hartford, Conn.
Ser. Mar. 8, 1947 D. U. Mar. 7, 1947

ENTRE DEUX RONDES—VI—B—502,084
Soc. D'Et. et E'Exp. De La Parfumerie De Luxe, Paris, France
Ser. May 14, 1946 D. U. Apr. 15, 1946

ESGYNO—VI—M—521,290
S. and S. Co., Ltd., Oklahoma City, Okla.
Ser. Apr. 24, 1947 D. U. Mar. 8, 1947

FRANCELINE—VI—C—519,096
Roger Thirion & Cie., Paris, France
Ser. Mar. 15, 1947 D. U. Mar. 4, 1946

GOAL—IV—I—520,482
Union Products Co., Rockford, Ill.
Ser. Apr. 10, 1947 D. U. Mar. 1, 1947

GRAHEM PEDI-POWDER—VI—F—475,109
Grahem Labs., Inc., Milwaukee, Wis.
Ser. Oct. 9, 1944 D. U. April 1938
Reg. 434,746 Dec. 2, 1947

GREAT EXPECTATIONS—VI—B—519,733
D. R. Collins Ltd., London, England
Ser. Mar. 28, 1947 D. U. July 15, 1946

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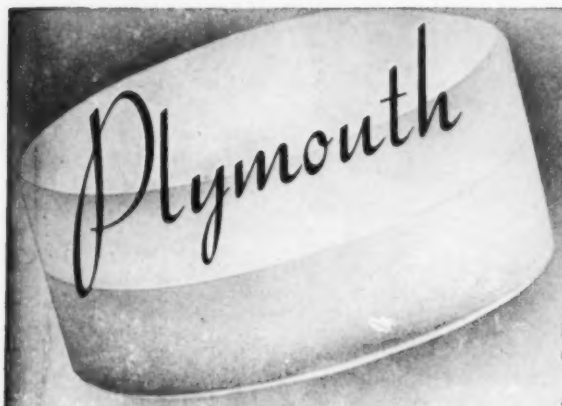

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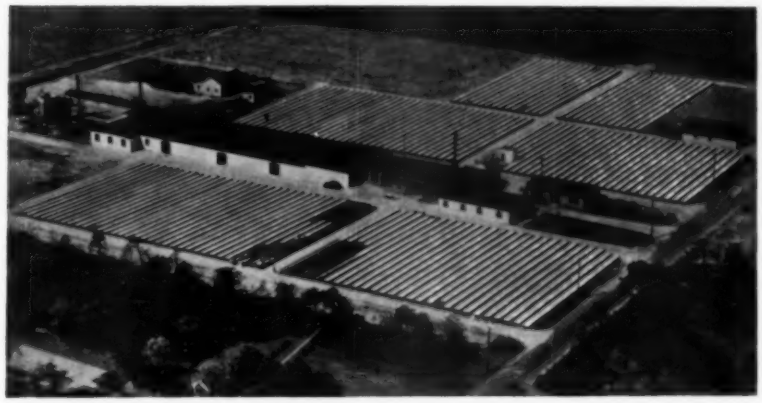

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Patent Thoughts and Trends

By THOMAS CIFELLI, Jr., Patent Attorney

Patents in Court

At times it has appeared to many that it is practically impossible to have a patent upheld in court. One might say that the low point for patent owners was reached just about the time World War II began.

Some recent patent decisions, however, give considerable basis for the hope that whatever may have been the attitude of the courts in the past, the trend now is towards a more receptive welcome for patents when they are litigated. The Imra depilatory cream, Schering's X-ray contrast medium and the Benzedrine cases, all in the drug and cosmetic field, serve as testimony in support of the foregoing.

That the welcome is not to be restricted to chemical patents is apparent from a recent decision on a coin selector device. Because of some pertinent observations made by the high court which rendered this decision, it is believed in order to consider the case in detail. Also, it may well serve as a beacon for those interested in ascertaining what the present and foreseeably-future attitude of the federal courts on patents may be.

The case in question is one decided by the Seventh Circuit Court of Appeals, sitting in Chicago, and involved the *National Slug Rejectors* v. *A.B.T. Manufacturing Corporation*, the decision appearing at 75 United States Patents Quarterly 151.

The patent in question involved a coin selector capable, in addition to other qualities, of separating undersized coins from coins having predetermined acceptable diameters. While the number of coin ejectors which were known was large, none possessed the ability to reject undersized coins, though there were a number of elements possessed in common by the patented and old devices.

The defendant accused of infringing the patent put up a spirited defense and sought to have the court invalidate the patent. It is not the purpose here to weigh each defense or the court's decision thereon. Rather the point here is merely to indicate the *attitude* of the court which handed down the decision on broad patent lines, as such considerations often are of more moment than the particular decision involved.

The decision, written by the senior judge of the Seventh Circuit, Judge Evan Evans, reiterated and upheld the well-known rule that in case the presence of invention is doubtful, commercial acceptance of the patented product is strong evidence to support the existence of "invention." In the words of Judge Evans:

"We are likewise compelled to give weight in case of doubt to the evidence which may be drawn from the voice of the user,—that is give weight to public opinion, which is shown by the way the public accepts the product and recognizes the producer. In this case there was evidence of extensive use."

Judge Evans also put his finger on a problem that many patent attorneys believe to be quite general, namely, the difficulty of the courts to place themselves in the position of the inventor at the time he was faced with the problem. In carrying out their job of trying to determine whether "invention" is present it is easy for judges to fall into the habit of judging on the basis of hindsight. In this connection Judge Evans wrote of the judges, in effect warning them to avoid the indicated pitfall:

"With the completed machine before us, we find it hard, in fact almost impossible, to put ourselves in the place of the inventor who was endeavoring to put elements together and make them work so as to produce a desired end."

In the course of the opinion the judge found it necessary to pass on a number of points which, however, are of interest probably only to the parties concerned and to patent attorneys. One other general observation believed to be of broad interest appears, however, near the end of the opinion.

While a patent may be narrow or small and hence perhaps easily avoided, that does not mean, according to Judge Evans, that it can be infringed with impunity. In passing on this he made some remarks concerning the value even of narrow patents, a value which is often overlooked in the considerations of both those who would strengthen and those who would seemingly weaken the U. S. Patent system. The judge said:

"The patent may not be an outstanding one; it may be entitled to but a narrow construction. It may in fact be easily avoided. We do not say. But it may not be infringed. Patents are not void because they are small or narrow. The public is benefited by both narrow and broad patents, directly and indirectly. They are directly beneficial because they result in better machines. Indirectly they cause competitors to get busy and produce a still better machine. And finally, the larger improvements come as the result of many short step inventions. At least Congress evidently so believes, for it retains a patent system that rewards those who contribute to the public welfare by new and useful products."

Of course, it is not intended for one moment to give the impression that all or even most patents now litigated are being upheld. There will always be border-line cases, and the mere fact that reasonable men will disagree to the extent of resorting to litigation throws the balance in some doubt. What is intended herein is to note that some recent and current patent decisions give much reason to suppose that patents will find a better welcome in court than has been true on occasions in the not-so-distant past.

Estrogens

A series of new estrogenic agents has been patented by Shelton and Van Campen and the patent (U. S. 2,430,891) has been assigned to The William S. Merrill Company.

The new compounds which are said to combine low toxicity and high therapeutic activity are tris-p-hydroxyphenyl ethylene and certain derivatives thereof. They are said to be indicated for the treatment of atrophic rhinitis,

amenorrhea, trophic vulvo vaginitis, inhibition of lactation, and in the treatment of the menopause.

Example 1, taken from the patent, follows:

"Preparation of tris-p-methoxyphenyl ethylene. A solution of 24 parts of p-anisoyl anisole in 40 parts of hot benzene is poured with stirring into 160 parts of cold absolute ether. To the resulting suspension of finely divided anisoyl anisole is added 22 parts of p-methoxy benzyl magnesium chloride in about 250 parts of ether. The latter reagent is added with stirring over a period of about one hour, after which the reaction mixture is poured into 150 parts of water containing 37 parts of ammonium chloride and 5 parts of 28% aqueous ammonia. The upper ether layer is separated and evaporated on the steam cone. The residue is recrystallized from hot alcohol containing a little ammonia. Tris-p-methoxy-phenyl ethanol is obtained in about 75-85 per cent yield, M.P. 130-131°C. The ethanol compound is placed in a Claisen flask with a few crystals of sulfamic acid or toluene sulfonic acid and slowly warmed under a pressure of 10 to 20 mm. until effervescence ceases. The residual oil is then poured into 150 to 300 parts of ligroin and warmed until it dissolves. This solution is then treated with decolorizing carbon, and is allowed to stand for several days. Tris-p-methoxyphenyl ethylene separates in white clusters of needle-like crystals, M. P. 100-101°C. The yield is about 85 per cent.

"The same product can be readily obtained by reacting p-methoxyphenyl magnesium bromide with desoxyanisoin, or ethyl p-methoxyphenyl acetate, with subsequent dehydration of the ethanol derivative formed."

The various compounds disclosed in the patent are claimed to possess great estrogenic activity and low toxicity. Tris-p-methoxyphenyl bromoethylene is said to be particularly active at low dosages, as little as 0.00000025 gram per gram of body weight producing full oestrus in ovariectomized white rats.

Vitamin A Products

Patents relating to this vitamin continue to be issued with relative frequency. Two of the recent ones are U. S. 2,430,493, issued to J. D. Cawley and assigned to Distillation Products, and U. S. 2,432,021, issued to H. B. Larner and assigned to M. W. Kellogg Company.

Aromatic Mercury Phenolates of Halogenated Aromatics

Carl N. Anderson, who has obtained a large number of patents in the field of organic-mercurials, recently obtained another one (U. S. P. 2,429,086), this patent being assigned to Gallowhur Chemical Corporation.

The new patent deals with compounds which are characterized by possessing an aromatic mercury radical or group and a halogenated oxygenated aromatic radical or group, and in which the mercury group is linked to the rest of the molecule through an oxygen of the oxygenated group. These compounds are said to be highly-potent antiseptics and germicides and, at the same time, relatively low in toxicity.

According to the patent, the new compounds "will form at least 5% solutions in castor oil, kerosene, cyclohexanol, dichlorbenzene, pine oil, linseed oil, olive oil, perilla oil, soy bean oil, Turkey red oil, and similar fatty, hydrocarbon, or halogenated hydrocarbon oils, dioxane, ethyl carbitol, ethyl cellosolve, and similar ether-alcohols and in a mixture of isopropyl alcohol and lactic acid (solution pH of 6.0). 15% solutions thereof can be formed in cyclo-hexanol or in linoleic acid (even if the latter is diluted with kerosene or Stoddart's solvent). 10% solutions can be formed in a mixture of ¾ butyl lactate and ¼ lactic acid (even if diluted with kerosene or Stoddart's solvent)."

The patent also describes tests to determine the efficacy of some of the compounds, as follows·

"Tests to determine their efficacy in killing *B, typhosus* and *staph. aureus* were carried on under the following conditions:

Aqueous solutions of varying dilutions from 1:10,000 upward until killing ceased, were made up.

These dilutions were employed in the conduct of the tests by the following methods:

Circular 198, U. S. Dept. of Agriculture, December, 1931, described as F.D.A. method against *Eberthella typhi* (typhoid bacillus) at 37°C. and F.D.A. special method against *Staph. aureus* at 37°C.

As illustrative of the potency of the compounds, the killing powers of the following compound are given, merely as illustrative.

The figures represent the maximum dilutions at which killing in 15 minutes resulted:

	Penicilium sp.	B. *subtilis*	*Straph. aureus*
Phenylmercury phenolate of 2, 4, 5-trichlorphenol	1:47,000	1:35,000	1:90,000

A stock solution of phenyl mercury 2, 4, 5-trichlor phenolate was made by dissolving 11.80 grams thereof in 88.2 grams of butyl lactate. One gram of this solution was then diluted with 30% aqueous isopropyl alcohol to 100 grams. Eight-ounce army duck was then treated with various amounts of this material and tested. The following results were obtained:

Run No.	Percent Compound deposited on the (by weight)	F. D. A. Halos		
		Unleached	3-hr.spray Leached	8-hr. spray Leached
		Mm.	Mm.	Mm.
1....	1.079	38	39	32
2....	0.517	36	37	32

The organism used in this case was *Staphylococcus aureus*. It was incubated for 24 hours on a regular Petri dish. The results indicate that when the cloth is subjected to the regular 3 hour and 8 hour spray the loss is very small. When these pieces of cloth were subjected to the standard *Chaetomium globosum* and *Asperigilus niger* tests, both samples passed.

Other Patents

U. S. 2,429,398—**Ayerst et al—Hormone Extracts.**

U. S. 2,429,535—**Winthrop—Alkylbenzamindes.**

U. S. 2,429,835—**Geigy — N′ (alpha, alpha-dimethyl-beta-phenyl-propionyl)-Sulfanilamides.**

U. S. 2,429,899—**White Labs.—Aluminum Salts of Bile Acids, e. g., hydroxycholanic acid.**

U. S. 2,429,937—**Merck—Tetraacetyl Ribonic Acid.**

U. S. 2,429,971—**du Pont—Therapeutic Zinc Oxide Composition.**

U.S. 2,430,006—**Hoffman-LaRoche—4-methyl-5-imidazolone-(2)-caproic acid and esters.**

U. S. 2,430,031—**S. Shappirio—Betaine Derivatives. Antioxidants.**

U. S. 2,430,094—**Hoffman-LaRoche-Isoxazole Derivatives of Sulfanilamide.**

U. S. 2,430,268—**National Drug—N-Pyrryl Alkanol Esters of Benzoic Acids.**

U. S. 2,430,439—**American Cyanamid—P-Substituted Benzene Sulfonamide Pyrimidines.**

U. S. 2,430,450—**Brown et al—Antiseptic Urea—Peroxide—Glycerol Solutions.**

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Compounder's Corner

Bath Preparations

Bath preparations, says F. Winter (*Soap, Perf. & Cosmetics* 20: 973, 1947) are intended to soften the bath water and impart a refreshing odor. They are very popular cosmetic items and are sold in a number of forms. In many instances non-effervescing bath salts are marketed in powder form, but there is no doubt that well made cubes and tablets have a special appeal of their own. In connection with the production of bath cubes, certain points are worth noting. For example, the use of alkaline salts considerably restricts the choise of perfume and coloring agent, many of which are not fast or stable to alkalies. Sodium carbonate should be excluded from mixtures intended for compression, Sodium sesquicarbonate is a useful material. Pure sodium chloride, with addition of sodium metaphosphate in a ratio of 60:10 or 80:20, provides the best tablets.

For alkaline mixtures, preference is given to borax, sodium bicarbonate and the like, as in the following formulas:

No. 1—Disodium phosphate	**50**
Borax	**10**
Sodium bicarbonate	**40**
No. 2—Borax	**50**
Sodium bicarbonate	**50**

The base for effervescent bath salts is prepared from sodium bicarbonate and an equivalent amount of mild acid. All components must be absolutely dry and manufacture should take place in a dry atmosphere. The drying temperature for sodium bicarbonate is approximately 60°C. and should not be allowed to rise above this limit. The coloring agents are preferably of the alcohol-soluble type. Allowing for an excess of 15 per cent, Winter lists the acid equivalents for 100 Gm. of sodium bicarbonate as follows:

Tartaric acid	**75 Gm.**
Anhydrous citric acid	**60 Gm.**
Acid sodium bisulfate	**135 Gm.**
Acid monosodium phosphate	**155 Gm.**

Effervescent bath tablets require the addition of starch to avoid interaction on storage. Moderate pressure should be used in excessive hardness and insolubility are to be avoided. Typical formulas for effervescent bath tablets are given by Winter as follows:

No. 1.—Sodium bicarbonate	**1,000**
Tartaric acid	**750**
Starch	**150**
No. 2.—Citric acid	**150**
Starch	**35**
Sodium bicarbonate	**250**
Salt	**580**
No. 3—Anhydrous citric acid	**300**
Starch	**75**
Sodium bicarbonate	**480**
Salt	**180**
No. 4.—Borax	**400**
Anhydrous sodium sulphate	**200**
Sodium bicarbonate	**300**
Tartaric acid	**225**
Starch	**60**
Milk sugar	**50**
No. 5.—Sodium bicarbonate	**430**
Tartaric acid	**400**
Sodium chloride	**1,500**
Starch	**100**
No. 6.—Sodium bicarbonate	**300**
Tartaric acid	**225**
Starch	**65**
Borax	**400**
Anhydrous sodium sulphate	**125**
Milk sugar	**50**
Talc	**25**

Bath salt crystals are usually represented by small crystals which, duly perfumed and colored, provide attractive products. Despite the difficulties of coloration, perfuming and efflorescence, bath salts represented by crystallized sodium carbonate (decahydrate) enjoy general use. The efflorescence of bath salts may largely be prevented by the addition of a small proportion of a saturated solution of alum to the carbonate. Sodium monohydrate, which has found some recommendation as a substitute for the decahydrate, is not subject to efflorescence, but it retains all the usual inconveniences of alkalis regarding color and perfume. In addition, it is much less readily soluble than ordinary crystallized soda. The same objections also apply to borax, but, despite this, the feebly alkaline borax is a good bath crystal base and deserves closer attention. Although its solubility is not notably good, it is sufficiently soluble in hot bath water.

Sodium sesquicarbonate is recommended by certain authors. Although non-hygroscopic and not subject to efflorescence, it also has all the disadvantages of alkalinity regarding perfume and color, but it is available in attractive crystals of excellent solubility, and can definitely be recommended. Perfuming and coloring takes place simultaneously and is a very simple operation. The crystals are sprinkled with an alcoholic color solution containing the perfume, stirred until uniformity has been achieved and immediately bottled into hermetically sealed, wide-necked containers.

Liquid bath preparations are in the main mixtures of soap, perfume complex and alcohol, as illustrated in the following formulas:

No. 1.—Transparent soft soap	**450**
Glycerine	**175**
Alcohol	**60**
Perfume complex	**300**
No. 2.—Soft soap	**385**
Glycerine	**160**
Alcohol	**55**
Perfume	**400**
No. 3.—Soft soap	**300**
Alcohol	**300**
Perfume	**400**

The soap is dissolved in the mixture of glycerine and alcohol, or straight alcohol, the perfume being next added. The solution is then vigorously shaken to obtain homogeneity.

Bath milks are also included in Winters review of bath preparations for the manufacture of these milky emulsions, soap, triethanolamine soaps or sulphoricinates are used. Below are given two preparations of this type:

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No. 1.—Triethanolamine oleate	**18**
Perfume complex	**70**
Water	**160**

Melt the oleate at moderate heat; add the water progressively, stirring vigorously.

No. 2.—White potassium soap	**50**
Hot water	**800**
Ammonia (0.920)	**75**
Perfume complex	**85**
Alcohol	**25**

Dissolve the soap in the water, let cool to 50° C., add the ammonia, and finally the alcohol-perfume solution. Stir.

Liquid Nail Polishes

At the December 7, 1947 meeting of the scientific Section of the Toilet Goods Association, H. J. Wing presented a quite comprehensive paper on the production of liquid nail polishes. He pointed out that since their introduction in the early 1920's, solutions of nitrocellulose have been the only practical liquid nail polishes. It has been found that the low viscosity grades of nitrocellullose, those having a viscosity designation of ¼ second or less, produce dry films which are more brittle than those made from higher viscosity material. However, too high a viscosity meterial will mean that, in order to have a solution of proper consistency, so little nitrocellulose can be used that the resulting film will be too thin. Experience has shown that approximately ½ second nitrocellulose meets the requirements of nail polish lacquer to the highest degree. However, it may be necessary to modify this slightly by the addition of some ¼ second nitrocotton if the solution is too viscous, or some 5-6 second material if it does not have a viscosity high enough.

Nitrocellulose alone when deposited as a film from a solution is quite brittle and does not have very good adhesion to most surfaces. In order to form a film of greater flexibility and adhesiveness and, therefore a more suitable film for nail polishes, the properties of the nitrocellulose are modified by the addition of materials called plasticizers. The first plasticizer used with nitrocellulose was camphor. This has been supplemented and replaced by many other plasticizers such as diethyl phathalate, dibutyl phthalate. Santicizer No. 8, dioctyl phthalate, raw and blown castor oil and many others. Each of these imparts slightly different properties to the dried film, but all of them increase its flexibility and usually cause it to adhere more firmly to the nail.

Plasticized nitrocellulose films do not have a very high luster. In order to make these products more lustrous, it was necessary to add resins such as damar to the solutions. Later, synthetic resins such as the alkyd resins were used by manufacturers of automotive and industrial surface coatings. However, it was found that resins of this type in nail polish lacquer were not practical, since their presence made the nail polish more sensative to the effects of water. This was an important consideration since nail polish in use must undergo soapy water immersion.

About ten years ago a new type of resin was introduced for use in lacquers. While it did not increase the resistance of a lacquer film to outdoor exposure, it gave good luster to nitrocellulose films and increased their resistance to soapy water. These resins of the sulfanamide-formaldehyde type have been used in all modern nail lacquers since that time.

According to Wing analysis of the colorless portion of a modern nail lacquer will show about ten per cent nitrocellulose, resin about ten per cent, and plasticizer about five per cent. The solvent portion is made up of the alcohol with which the nitrocellulose was wet, nitrocellulose solvents such as ethyl acetate and butyl and amyl acetate, together with more alcohol or a hydrocarbon diluent such as toluene. The proportion of these will determine the rate of drying of the film and, to some extent, the viscosity of the solution. A typical combination would be alcohol five parts, ethyl acetate twenty, butyl acetate fifteen and toluene thirty-five.

The first nitrocellulose lacquer nail polishes were clear although various shades of red were used. This coloring was accomplished by the use of dyes which could be dissolved in the solvents used. A little over ten years ago a radical change was made with the introduction of cream type nail polishes. The lacquers used were no longer transparent but were opaque and creamy. This opaqueness was accomplished by the use of pigment colors instead of dyes and the introduction of white pigment such as titanium dioxide into the lacquer. Only colors which have been selected after careful trial should be used in nail polish. Only certified colors or inorganic colors of the proper degree of purity may be used.

It has been found that a maroon, a red and a yellow certified color, together with cosmetic grades of iron oxide, iron blue and titanium dioxide, are all the colors required to produce modern nail polish shades. The colors mentioned have been selected after long experience and have been found to be quite fast to light and to have but little tendency to stain the nails of the users.

Having selected the colors to be used, it is next necessary to grind or disperse them so that the particles will be as fine as possible. This is accomplished by grinding the pigment in a plastic mass consisting of nitrocellulose and plasticizer, using a two-roll, differential speed mill. When the dispersion is complete, the nitrocellulose-pigment-plasticizer mixture is taken off the mill in a thin sheet which may be broken up into chips for ease of solution in the lacquer solvents. This method of dispersion is carried out only by specialists in this type of work because the grinding or passing of nitrocellulose through a heavy mill is a dangerous operation unless carried out by operators well versed in the procedure and who understand the dangers involved.

The finished colored lacquer will have enough resin and plasticizer added to give the correct proportions when the nitrocellulose contained in the chips is taken into consideration. The finished colored polish will contain about twenty-five per cent solids of which the colors and pigments will make up only about three per cent. In order to be sure that the lacquer used is uniform, it is necessary to control the total solids and viscosity of the solution. The total solids may be determined by evaporation and drying to constant weight. Methods for making such determinations are given.

It has been found that the users of nail polishes prefer those having a definite consistency. This has been found to be about 270 to 310 centipoises or 55 to 65 seconds in the No. 10 Du Pont Cup. By keeping the viscosity within definite limits, the producer is more likely to satisfy his customers because they become accustomed to using a polish having a favored consistency.

It is not enough to make a lacquer of constant composition and having a consistency within the required limits. This lacquer must also have the required ease of application, drying time, gloss, hardness, adhesion and wear resistance when used by the customer. The producer of nail lacquer has problems to meet which the producer of industrial lacquers does not encounter and methods for making the more specialized nail polish tests are described by Wing in some detail.

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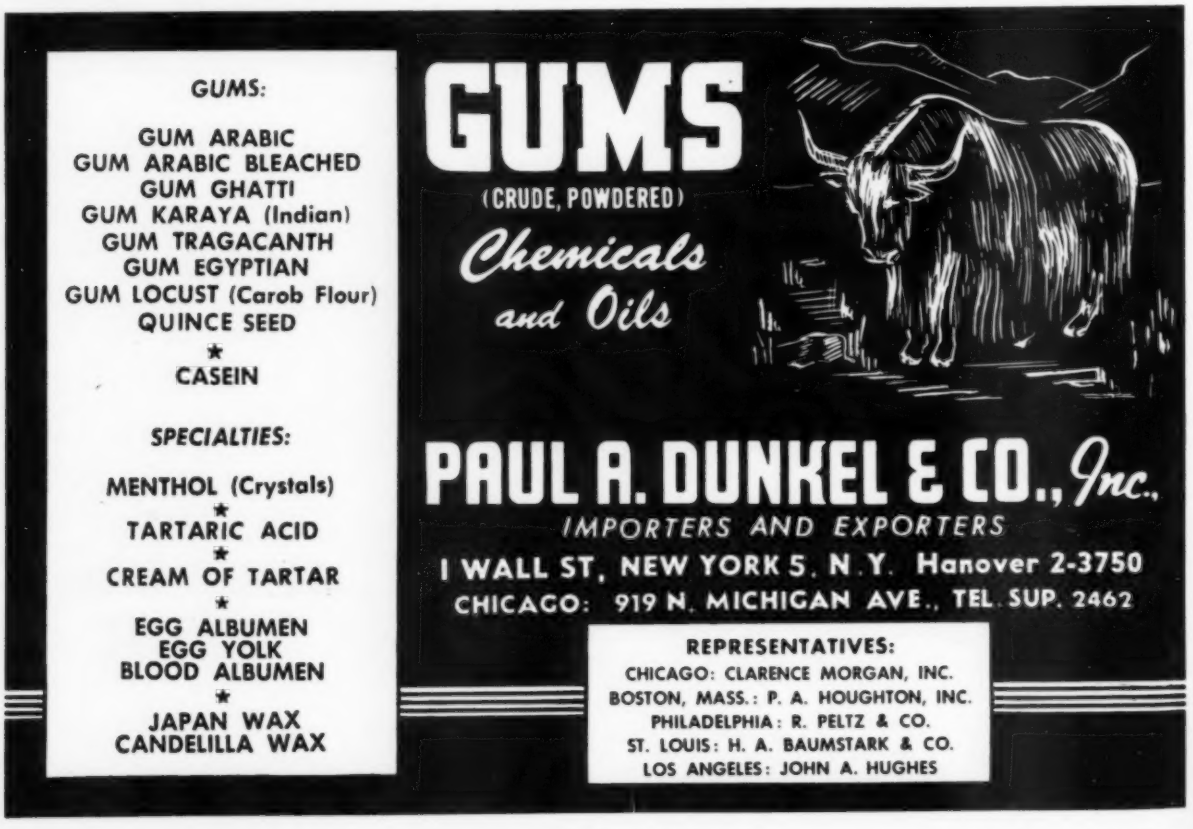
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READERS' QUESTIONS

FACE PACK POWDERS. I have long been interested in marketing a face pack or beauty mask. I recall that powder preparations were available for home use but I have not seen any of them recently. Do you think that a facial mask in powder form would make a suitable item for the home consumer? New York.

C. H. Allen, in an article on beauty masks and packs which appeared in *Soap, Perfumery & Cosmetics* in 1943, expressed the opinion that probably the best way of offering a face pack to the home market is in the form of a powder, to which the requisite quantity of water is added by the user. A typical formula for such a face pack powder given by this authority is as follows:

China clay	**65.0**
Zinc oxide	**5.0**
Borax	**3.0**
Rice starch	**10.0**
Camphor	**0.2**
Magnesium carbonate	**16.0**
Perfume compound	**0.8**
Color (if desired)	**sufficient**

Another, perhaps simpler formula, calls for the use of:

Bentonite	**90.0**
Magnesium oxide	**8.0**
Titanium dioxide	**2.0**
Perfume compound	**0.5–1.0**

LIQUID STOCKINGS: Could you assist us in furnishing us with a formula for producing liquid stockings? Tel-Aviv.

A number of formulas are available for such preparations in Thomssen's "Modern Cosmetics," from which the following formula is obtained:

Precipitated chalk	**10.0**
Talc	**5.0**
Titanium dioxide	**3.0**
Bentonite	**2.0**
Alcohol	**8.0**
Glycerine	**3.0**
Wetting agent	**0.5**
Methyl cellulose	**0.5**
Water	**68.0**
Dye and pigment	**sufficient**

HAIR COLOR RESTORER: Would you kindly inform me concerning a good formula for a sulfur-lead acetate hair coloring mixture? This is a so-called color restorer. Miami Beach.

A product of this sort can be made along the following lines:

Sulfur	**5.0**
Lead acetate	**4.0**
Glycerine	**5.0**
Water	**80.5**
Perfume	**0.5**
Alcohol	**5.0**

Rub up sulfur with glycerine to make a paste. Dissolve the acetate of lead in the water, add sulfur and the perfume mixed with the alcohol. I must stress that your label should carry adequate precautions and direction notices. I would also suggest that you check into the local laws regarding such preparations. Many states prohibit the use of lead-containing color restorers.

PAPAYA JUICE: Will you please send me information concerning papaya juice? Also a formula for incorporating papaya juice in a preparation that may be used for acne and other skin blemishes. Centralia.

I do not know of any method for incorporating papaya juice in ointments for treating skin conditions. Since papaya juice contains a digestive enzyme similar to pepsin, this enzyme may have similar applications. In this connection I would suggest that you look at the formula of a pepsin containing ointment described in the July 1947 issue of our magazine in the "Compounder's Corner." I know nothing about the mode of action of papaya juice or its enzyme on the skin, and I would suggest that you proceed with caution and careful trial before recommending the use of this material.

LIQUID DENTIFRICE: I would appreciate it greatly if you would give me a good formula for making a liquid which can be brushed on the teeth and produces a foam like soap but does not contain any soap. Shanghai.

A dentifrice of this sort can be prepared by using a synthetic detergent. A formula for such a product, developed by Englehardt, is as follows:

Sodium alginate	**4.0 Gm.**
Distilled water	**200.0 cc.**

Allow this combination to stand overnight and add:

Saccharine, soluble	**0.25 Gm.**
Distilled water	**20.00 cc.**

To the combination, now add:

Flavor	**8.0 cc.**
Alcohol	**100.0 "**
Glycerine	**40.0 "**

The combination is then mixed and added to:

Sodium lauryl sulfate	**20.0 Gm.**
Distilled water	**150.0 cc.**

Finally add:

Amaranth solution (5%)	**1.0 cc.**
Distilled water, to make	**500.0 "**

ADVANCING THERAPY

Potency of Antithyroid Compounds

Using radioactive iodine, M. M. Stanley and E. B. Astwood (*Endocrinol* 41: 66, 1947) have made determinations of the relative activities of antithyroid compounds in man. Their report covers the results of assays of thirty-two compounds in 90 subjects. The assay values are in most instances considerably different from those obtained by previous methods which depended on the goitrogenic effects in animals. There is much closer agreement between the results by this method and those obtained from clinical trials, though some discrepancy still exists. By this method some of the more active compounds tested were found to have the following potencies (thiouracil was used as the reference standard and assigned an activity of 1.0): 2-mercaptoimidazole, 10; thiocarbamylthioglycollic acid, 2.5; 6-methylthiouracil, 2; thiobarbital 2; 2-mercaptobenzimidazole, 2.5; thiourea, 1, and 6-n-propylthiouracil, 0.75.

Cigarette Smoking and the Heart

Very interesting are the findings reported in the *Journal of the American Medical Association* (135: 417, 1947) by R. L. Levy, J. A. L. Mathers, A. A. Mueller and J. L. Nickerson. Observations were made by these investigators on the effects of smoking regular and denicotinized cigarettes in normal persons and in patients with various forms of cardiac disease. The indexes used were changes in cardiac output, changes in heart rate and blood pressure, and alterations in the form of the electrocardiogram. Statistical analysis of the results showed that there were no significant differences in response either between the normal group and the cardiac group, or between those who smoked regular and denicatinized brands.

The averages of the maximal changes observed, in both normal persons and persons with cardiac disease, showed a slight rise in systolic and diastolic blood pressures, as well as a slight increase in heart rate. In neither group was there a significant change in the average cardiac output. Changes in the form of the electrocardiogram occurred in less than half of the subjects in each group. There was considerable variability in the effects of smoking in both normal persons and persons with cardiac disease. This depended to a greater extent on individual susceptibility than on the presence of disease. Smoking cigarettes did not cause cardiac pain in any of the subjects, including those with coronary heart disease. "Tobacco angina" is extremely rare.

Except in susceptible persons, smoking cigarettes causes only slight changes in the circulation and does not increase significantly the work of the heart. Because of the enjoyment afforded and the emotional satisfaction obtained, patients with inactive forms of heart disease may be permitted to smoke in moderation. This conclusion does not apply to those who suffer from peripheral vascular disorders. The more important cardiac conditions in which smoking should be forbidden are congestive heart failure, the acute stages of cardiac infraction! and active rheumatic carditis.

Insufflation of Sulfa Drugs

The usefulness of the sulfa drugs in the field of otolaryngology is indicated in a study reported by H. C. Ballenger (*Arch. Otolaryngol.* 41:52, 1947). He applied sulfathiazole, sulfanilamide and sulfadiazine powders, alone or in combination, by insufflation to the mucous membrane of the upper respiratory tract in 1,500 patients with various acute infections of the nose and throat. Six thousand applications were made during a three year period. An average of about 2.5 treatments were given for each acute attack. Many of the patients have had two, three or more attacks during the three year period. The sore throat and inflammation, especially that of the palate, nasopharynx and pharynx, were frequently stopped within twenty-four hours. The rhinitis and the cough would continue to develop in many patients but not in as many as had been formerly observed. The numbers in whom sinusitis and the various forms of otitis developed were definitely lessened when compared with the numbers of patients not so treated in whom these complications appeared. The greatest value of the insufflation of the powdered sulfonamide compounds appeared to be in the first three or four days of the acute infection. Insufflation of the sulfonamide compounds proved to be as safe as their oral use. Only 7 out of the 1,500 treated gave evidence of sensitivity as manifested by dermatitis, hives or hay fever-like symptoms.

Infections During Treatment with Antidiotics

A warning note is issued by L. Weinstein (*Am. J. Med. Sciences* 214: 56, 1947) with respect to the possibility of spontaneous occurrence of new bacterial infections during treatment with penicillin or streptomycin. He points out that alterations in the bacterial flora in various parts of the body may occur in the course of therapy with streptomycin or pencillin, in addition to an effect on the specific organism responsible for an infection. Gram-positive bacteria may be eliminated from the nasopharyngeal flora when penicillin is adminstered and gram-negative ones when streptomycin is given. In most cases such changes in the bacterial population with suppression of certain groups of bacteria and increase in the number of others probably lead to no untoward result. In other cases such alterations in the flora result in the rapid growth of virulent bacteria, which may have been present originally only in small numbers. Weinstein describes 5 cases of complicating infections occurring in the course of treatment with antibiotic agents, 2 following penicillin therapy and the others following streptomycin treatment. In all of these the second infection was produced by organisms normally present in the nasopharynx. Such development of new infections is

a constant danger and must be watched for. The need for intensive bacteriologic study before and during the treatment with antibiotic agents cannot be overemphasized. The use of streptomycin and penicillin simultaneously at the beginning of an infectious disease is not recommended.

Prolonging Effective Penicillin Levels

Ever since penicillin became available for clinical use, attempts have been made to devise methods for administering this agent which would overcome its inordinately rapid loss through the kidneys. Recourse, for the most part, is still being made to fractional intramuscular injections or continuous venoclysis. After administration of penicillin emulsified in beeswax and peanut oil and in oil and water mixtures penicillin assays in body fluids showed adequate levels, but continued use has caused local reactions and lack of stability at room temperature has been reported.

Of interest, therefore, is a new penicillin preparation for prolonging effective levels in body fluids described by L. Loewe and his associates (*J. Lab. Clin. Med.* 32: 832, 1947). It is water-soluble, nontoxic, free of local reactions, and easy to administer. It maintains measurable levels in the blood for periods up to 24 hours or longer and has retained its stability at room temperature for more than a year. The formula for this new preparation is as follows:

Crystaline sodium salt of penicillin (300,000 Oxford units)	180.0 mg.
Ephedrine sulfate	25.0 "
Epinephrine dihydrochloride	1.0 "
Eucupine dihydrochloride	1.0 "
Gelatine-dextrose mixture (dried weight)	800.0 to 1,200.0 "

When sterilized, dehydrated, and bottled it is a homogeneous powder. The powder is dissolved in 2 cc. of sterile distilled water prior to subcutaneous or intramuscular injection.

Improved Surgical Antiseptic

In the *American Journal of Surgery* (74: 183, 1947), S. D. Spotts reports that the addition of 9-aminoacridine (1:500) to allantoin 2 per cent, sulfanilamide 10 per cent in a nongreasy, water-miscible base rendered this combination more effective in the treatment of infected wounds and as a prophylatic measure in clean wounds. It was found to be safe, non-staining and soothing; pain was controlled in a majority of cases shortly following the application of the ointment.

Successful and gratifying results were obtained in 150 patients representing such conditions as traumatic wounds, postoperative wounds, chronic leg ulcers, decubitus ulcers, second and third degree burns, frostbite and amputation stumps. No systemic reactions referable to this ointment were observed and only one patient in the series had a local reaction. The effectiveness of the allantoin 2 per cent, sulfanilamide 10 per cent, 9-amino-acridine (1:500) ointment was evidenced in the rapidity with which wound infections were controlled, the definite vascularization of granulation tissues and the stimulation of marginal epithelization.

Anti-Vitamins

In a discussion in the *American Journal of Digestive Diseases* (14:40, 1947), R. Woods notes that the positive biological function of certain vitamins is well known. Not so well known, however, is the observation that certain vitamins or vitamin-like substances act in a negative direction and may exert competitive inhibition on the more familiar substances. Thus, the anti-vitamins, almost identical in structure with various essential metabolites, induce in animals many of the deficiency signs associated with a lack of these metabolites. An example was the discovery that 3-acetylpyridine, a chemical related to nicotinic acid, had no vitamin activity but was poisonous to nicotinic acid deficient animals, although not to normal animals. Discovery of the competitive action of sulfanilamide and para-aminobenzoic acid for bacteria led to discovery of similar analogues effective in higher animals. Examples are thiamine and pyrithiamine, ascorbic acid and glucoascorbic acid, nicotinic acid and 3-acetylpyridine, vitamin K and Dicumarol. Noncompetitive antagonisms have also been found, such as exists between avidin and biotin.

Fat-Containing Product for Intravenous Use

It has long been recognized that preparations containing the three primary foodstuffs, namely—fat, protein and carbohydrate, would be an important advance in surgical parenteral nutrition. The difficulties inherent in making such preparations seem to have been overcome by G. P. Shafiroff and C. Frank (*Science* 106: 474, 1947) who prepared two satisfactory types of fat emulsion. The first type was an emulsion of coconut oil and serum albumin which, on homogenization, yielded a highly stable preparation that was well tolerated intravenously.

The second type, derived from glucose, protein and fat, was prepared from solutions which are available commercially in sterile containers and from a neutral saturated coconut oil which can be sterilized easily and safely. The basic proportions of the ingredients, which are mixed in a 5-gallon sterile flask, are as follows: 1 liter of 6 per cent infusion gelatin (Knox P-20), 1 liter of protein hydrolysate 5 per cent amino acid solution, 200 cc. of 50 per cent glucose solution, and 100 Gm. of pure, refined, edible coconut oil.

After thorough mechanical agitation, the mixture is put through a Logeman homogenizer, an instrument which permits sterilization of its working parts, and is collected in sterile vacuum bottle dispensers without any other processing and stored in the refrigerator. The solid gel which is formed on refrigeration can be liquified by warming the dispensing flask in hot water. Refrigerated samples of the emulsion have maintained complete stability after two months. The concentrations of fat, protein and glucose were approximately 5 per cent each and averaged 800 calories per liter. The gelatin acts as a stabilizer, partially as a source of nutrient energy and serves to maintain colloidal osmotic pressure.

This emulsion was administered intravenously to 7 dogs and 12 hospital patients; careful checks being made in both the laboratory and clinical studies. In both groups, no serious untoward reactions were observed. Three patients were maintained exclusively on this emulsion during the post-operative period with satisfactory results. One malnourished patient received with benefits a total of 5,500 cc. of the emulsion intravenously for a period of eight days. The emulsion caused no thrombosclerotic changes in the recipient vein and was nonirritating when infiltered into tissue. Vitimin B and methyl donators were given to insure utilization of the fat. It is noted that penicillin could be added to the emulsion for intravenous administration.

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Industry's Books

Retailing by Norris A. Brisco, Late Dean, School of Retailing, New York University, revised by Norris B. Brisco, General Superintendent, The John Shillito Co., Cincinnati, Second Ed., 494 pp., Prentice-Hall, Inc., New York, $6.

Successful retailing, today more than ever, demands a thorough knowledge of underlying principles and a scientific approach to its many problems. This revised edition brings up to date the application of the basic principles of retailing. More attention has been paid to the problems of the small and medium-sized store. Although the same basic principles apply to all retailing, this edition, while continuing to recognize the importance of the large stores, gives more consideration to the application of these principles to smaller organizations. Contents: Evolution of Retailing—The Scope of Modern Retailing—Store Location—Store Layout—Organization — The Customer — Market Contacts — Buying — Receiving and Marketing Merchandise—Invoice Procedure, Mark-Up and Mark-Down—Inventory Methods and Stock Control—Merchandise Plan—Store Expenses—Customer Service—Salesmanship—Fashion—Employment, Training and Welfare—Retail Credit and Collections—Retail Accounting—Insurance —Sales Promotion—Retail Advertising.

Diseases Of The Skin, Fifth Ed., by James H. Sequeira, M.D., Consulting Physician to the Skin Department, London Hospital, John T. Ingram, M.D., Physician in charge, Skin Department, The General Infirmary of Leeds, and Reginald T. Brain, M.D., Physician in Charge, Skin Departments at the Royal Free Hospital, 782 pp., Illus., The MacMillan Co., New York, $15.

The long interval which has elapsed since the publication of the Fourth Edition of this work has seen many advances in dermatology and syphilology. The whole work has been revised and many sections have been rewritten and large additions have been made. Some alteration in the arrangement and grouping of subjects has been made to bring dermatology into line with general medicine and to facilitate the student's approach to the subject. This also conforms with the present tendency to relate medicine more intimately with social and environmental influences. Special attention has been given to the important and ever growing subject of industrial dermatoses. Radiotherapy, so far as it concerns treatment of the integument, has been given attention. The prolonged residence of Dr. Sequeira in the tropics has enabled the authors to develop the sections on exotic diseases. As in previous editions considerable space is given to syphilis and the authors have incorporated the results of a prolonged study of its modern treatment. Chemotherapy as applied in dermatology also claims an important place in the new edition.

Penicillin In Syphilis, by Joseph Earle Moore, M.D., Associate Professor of Medicine and Adjunct Professor of Public Health Administration, The Johns Hopkins University, 319 pp., Illus., Charles C. Thomas, Springfield, Ill., $5.

This monograph contains the pooled and analyzed results of a major effort in cooperative applied clinical investigation. Forty-four groups and clinics participated in this organized, nationwide study of the effects of penicillin in syphilis (including 4 installations of the United States Army, 1 of the Navy, 13 United States Public Health Service Rapid Treatment Centers, and 26 civilian clinics). In addition, 8 laboratories of experimental syphilis are cooperating. Most clinical emphasis is placed on early syphilis and neurosyphilis (the problem of latent syphilis has been relegated to the future for large scale study). Twenty-five thousand cases define the usefulness of penicillin in the treatment of early acquired syphilis in adults. Early syphilis resistant to arsenic and bismuth; latent syphilis; benign late (gummatous) syphilis; cardiovascular syphilis; ocular syphilis; the syphilitic pregnant women; congenital syphilis, neurosyphilis are each discussed in Chapters IX-XVII, incl. Since penicillin cannot be intelligently utilized in syphilis without fundamental information on the chemistry, pharmacology, therapeutic action, and mechanism of action of penicillin, these subjects are fully covered in the first eight chapters in such a manner as to be not only of value in syphilotherapy but also in the use of penicillin in infectious diseases in general.

The Chemistry and Technology of Waxes, by Alvin H. Warth, Chemical Director, The Crown Cork and Seal Co., 519 pp., Reinhold Publishing Corp., New York, $10.

The literature on the subject of waxes is abundant, but widely scattered. The need for an authoritative book on the subject of waxes, alone, is at once apparent. The author has endeavored in this volume to bring together and correlate much material that is not available to one lacking the facilities of an extensive library. The traditional organic chemistry textbooks fail to include data concerning hydrocarbons, alcohols, acids, esters, etc., of higher carbon content than those found in the fats and oils. Such high-carbon compounds are normally found as components in waxes, both natural and synthetic. Hence, the author has considered it essential to describe these compounds in detail in an extended section dealing with the chemistry of waxes. The chemical constitution of many of the plant waxes, even of the well known ones, is not yet fully understood, but considerable progress has been made in that direction in the last decade. The results of research in this field have been assembled here. Adequate space has also been devoted to a survey of the petroleum waxes—a study of growing importance since the introduction of the comparatively new petroleum ceresin or microcrystalline waxes on the market. The industrial application of waxes is a subject deserving wide attention. The need for a text which would not only cover the chemistry and description of waxes, but also their use in the arts and industries, is well met in this work.

Medicine for Moderns, The New Science of Psychosomatic Medicine, by Frank G. Slaughter, M.D., 246 pp., Julian Messner, Inc., New York, $3.50.

This book is not intended to be a text in psychosomatic medicine but an attempt to present to the lay reader in nontechnical language a survey of this field of medical science. The material upon which this book is based has been obtained from a wide reading of literature relating to psychosomatic medicine, and the author's own experience during many years of surgical practice and four years as a military surgeon.

Perfumer's Shelf

Uses and Preparation of Benzyl Cinnamate

An improved method of synthesizing benzyl cinnamate, a compound used in perfumes and artificial flavorings, as well as in medicine, was reported to the 112th meeting of the American Chemical Society by M. M. Maglio. Relatively little is known about benzyl cinnamate, although its annual commercial production exceeds three short tons. It occurs naturally as white prisms in balsams, in storax and other balsamic substances, bears a faint cinnamon odor and has a sweet taste.

Benzyl cinnamate has been synthesized in the past by seven different methods. Among these are its preparation from metallic cinnamates and benzyl chloride, both with and without the benefit of a solvent, from the direct and azeotropic esterification of the acid with benzyl alcohol, from the acid-catalyzed alcoholysis of methyl cinnamate with benzyl alcohol, and by the Claison condensation of benzyl acetate and benzaldehyde. All of these methods have been objectionable on one or more counts. Yields were low, the raw material cost was too high, despite excellent yields, and the final products contained impurities difficult to remove. Maglio described an original preparation of benzyl cinnamate in which a naturally occurring product, methyl cinnamate, is reacted with benzyl alcohol in the presence of a catalyst to form benzyl cinnamate and methyl alcohol. The latter is distilled out of the reaction mixture, so that the reaction can be completed.

Benzyl cinnamate is used in the manufacture of oriental and heavy perfumes, particularly for face powder odors, since it is a good fixative. Other perfume uses for it are in amber colognes and lavender toilet waters. It has also been successfully employed in honey, currant, pineapple, peach, melon, and berry flavors for candy and baked goods, although these uses have not been reported and hence have not received proper recognition. Benzyl cinnamate has been found to be of therapeutic value in the treatment of skin inflammations and eye damage produced by mustard gas. Ulcerating wounds in animals have healed promptly after injection. It also retards leprome formation and is of value, therefore, in the treatment of leprosy. The use of benzyl cinnamate in therapeutic proparations for intramuscular or subcutaneous injections has also been patented.

Possibilities in Native Mountain Mint

In a discussion of new uses for plants in the *Chemurgic Digest* (6: 269, 1947), F. C. Pellett notes that a native mountain mint, (*Pycnanthemum pilosum*) offers promising possibilities. This mint grows on poor soils and is usually found in the wild state near the top of exposed hills on the north and west. Since it grows naturally on lands of low fertility, if an outlet can be found for it, it may prove a source of income from lands which will not grow staples profitably. An experimental plot has been developed from a single clump found at the top of a very stony mountain overlooking the Current River in Shannon County, Missouri. A. Schwarting of the Nebraska College of Pharmacy has distilled the plants from a measured area of one and one-half square rods for two successive years. Each time he secured two pounds of essential oil, or at the rate of about 200 pounds per acre. It was found that about one-half its weight in menthol or thymol could be recovered which appears to be a promising yield. Schwarting is engaged in further study of the plant in an effort to secure information as to the comparative yield of oil with other plants used for this purpose under identical conditions. The cost of cultivation, harvesting and distillation and the length of life of plants under cultivation will be studied. Until the results of this investigation are known it is unsafe to make an estimate of the probable return from commercial cultivation. Results thus far offer promise of worthwhile profits from its culture.

Pellett also notes that many industries ranging from chewing gum to soap make use of essential oils in the manufacture of their products and it has been estimated that a million acres would be needed to grow the essential oils now imported if we include those used in the making of perfumery.

Cinnamon

A note in *Science News Letter* (52: 236, 1947) points out that most cinnamon used as a spice in America is the powdered bark of the cassia tree, which is more pungent than the bark of the true cinnamon tree.

Spectrophotometric Determination of Vanillin

In a report on a spectrophotometric method for the determination of vanillin and related compounds, H. W. Lemon (*Ind. & Eng. Chem.* anal. Ed. 19:846, 1947) observes that when solutions of *p*-hydroxy aldehydes and *p*-hydroxy ketones in ethyl alcohol are made alkaline, the long-wave bands of their ultraviolet absorption spectra are displaced into the high ultraviolet (328 to 370 mμ). The concentration of any one of these compounds in a solution can be determined by measuring the density of an alkaline solution in comparison with a nonalkaline solution at the wave length of maximum absorption. Two such compounds in the same solution can be determined with reasonable accuracy if they are sufficiently different spectroscopically, and if quantitative absorption data are available for both. The spectrophotometric method has been applied to the determination of vanillin alone, both vanillin and syringaldehyde when present in the same solution, and vanillin and coumarin in artificial vanilla extracts.

Lemon's results show that his spectrophotometric method (details of which are presented) is satisfactory for such determinations, provided no other compounds of a similar type are present. The method could be applied equally satisfactorily for the determination of other *p*-hydroxy aldehydes or ketones. The spectrophotometric method has a number of advantages over gravimetric methods: It requires less time. Very small samples are needed. Solutions containing similar compounds, such as vanillin and syringaldehyde, cannot be readily analyzed by chemical methods.

New Synthesis of Racemic Menthol

The problem of synthesizing racemic menthol from nonasymmetric starting materials, say W. R. Brode and R. W. Van Dolah (*Ind. & Eng. Chem.* 39: 1156, 1947) is made difficult by the existence

of four racemic modifications. For many purposes the presence of the isomeric menthols in the synthetic product is of little importance, since it has been shown that the isomers differ but little in toxicity or in pharmacological properties. They are, however, characterized by different, and, in the case of the stereoisomers other than *dl*-menthol, unpleasant tastes and odors. *dl*-Menthol of good quality is virtually indistinguishable from the natural product. The presence of relatively small amounts of the isomeric forms is distinguishable by the musty odor imparted to the product. In recognition of the similarities between racemic and natural *l*-menthol, the British, German, and recently, United States Pharmacopoeias have given the former official status.

A mixture of inactive menthols is easily obtainable through the catalytic hydrogenation of thymol, which in turn is available through the condensation of *m*-cresol with isopropylene, isopropyl chloride, or other related compounds. Since the catalyst in general use for such hydrogenations is nickel in various forms, it was desirable to attempt the reduction of thymol with a different catalyst, one which was thought to effect hydrogenation through a different mechanism. Such a catalyst is copper chromite. It was found that, by copper chromite reduction, a yield of 81 per cent *trans*-menthols (*dl*-menthol and *dl*-neomenthol) and 60 to 70 per cent *dl*-menthol was obtained. In contrast to this a hydrogenation of thymol using nickel on kieselguhr gave only 56 per cent *trans*-menthols and about 40 per cent *dl*-menthol. The yield of *trans*-menthols is important in the purification, since *dl*-neomenthol may be readily separated from *dl*-menthol.

A typical reduction, as carried out by Brode and Van Dolah in the laboratory, is as follows: The equipment used consisted of a rocking steel autoclave of 3100-cc. capacity which was supplied with a potentiometric thermoregulator. Hydrogen was supplied to the autoclave at the pressures obtainable from the cylinder. Seven hundred and fifty grams of thymol (U.S.P. quality) and 75 grams of copper chromite catalyst were placed in the autoclave, and air was removed by displacement with hydrogen; then the temperature was raised to 200° C. Hydrogenation was carried on at pressures varying from 800 to 1400 pounds per square inch until the reduction, as indicated by the uptake of hydrogen, was fairly complete. The crude reduction mixture was filtered from the catalyst by means of a basket centrifuge. The product gave the following values: freezing point 9° C., n_D^{20} 1.4460, methane 2 percent, thymol 0.8 per cent yield of mixed isomeric menthols (by difference) 97 per cent.

These investigators point out that even with the increased amount of *dl*-menthol in the crude mixture, purification by such methods as distillation or recrystallization was still unsatisfactory. However, the mixture could be readily purified by means of esterification with phthalic anhydride as originally described by Pickard and Littlebury. The best conditions found for the purification are as follows: One hundred grams of crude menthol are mixed with an equal weight of phthalic anhydride and heated under a reflux condenser with stirring at 100-130° C. for 2 hours. At the conclusion of the esterification the melt is allowed to cool to 85-90° C., and 300 cc. of petroleum ether (boiling point 90-95° C.) are added and stirred thoroughly into the melt. When the mixture is allowed to cool, the ester slowly crystallizes out. To avoid the formation of a hard mass of solid in the bottom of the container, the mixture should be stirred gently until crystallization has well begun. This gives a readily filterable slurry. The ester is removed by filteration and washed with 200-300 cc. of the same solvent by resuspension of the solid, stirring, and subsequent filteration. It may then be further purified by recrystallizing from a minimum of hot petroleum ether and filtering hot to remove any difficulty soluble *dl*-neomenthyl acid phthalate. The ester thus obtained is saponified by refluxing 1 hour with 2.2 molar proportions of sodium hydroxide and then steam distilling. The menthol is separated fron the aqueous layer and dried by distillation or treatment with a drying agent.

By this method 60 per cent yields of menthol (freezing point 26-28° C.) were obtained, the product having an excellent odor and taste; this indicated the absence of appreciable amounts of the stereoisomeric menthols. The phthalic acid is recovered by acidifying the hot residue from ths steam distillation and filtering hot to remove any unsaponified ester. On cooling, the acid crystallized out in a relatively pure condition. The isomeric esters may be obtained from the mother liquors by evaporation.

Another Phase of the Irone Synthesis

An interesting situation has arisen with respect to the recent synthesis of irone (see Perfumer's Shelf, DRUG AND COSMETIC INDUSTRY, December, 1947). Without commenting further, we quote the following statement from a report on the structure and synthesis of iron by Y. R. Naves, which appeared in the November 1947 issue of the *Givaudanian:*" . . . at last we undertook the study of irone. This work, completed in 1943, was described and deposited under seal in the care of the Swiss Chemical Society. It will be published on December 1, 1947.

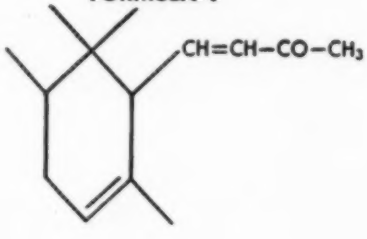
"In conclusion we stated that the principal constituent of my irone preparations was a 6-methyl-α-ionone (*V*).

"Assisted particularly by Dr. A. V. Grampoloff, I realized the synthesis of 6-methyl-α-ionones in 1944, and aided by Dr. P. Bachmann I identified with certainty these products as being *dl*-α-irones. Part of this work was published on October 15, 1947, in the *Helvetica Chimica Acta.* A further part will be published on December 1st in the same periodical.

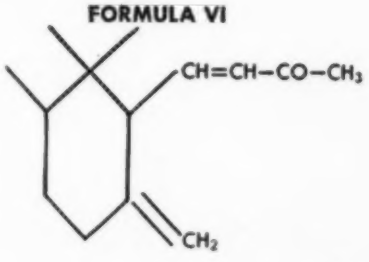
"Three years later, in June 1946, Ruzicka and his collaborators, backed by fruitful laboring, abandoned their hypotheses of a cycloheptenic structure and agreed to accept the 6-methyl-ionone formulae. According to them, natural irone consists of two isomers (α and λ-irones, *V* and *VI*); λ-irone being easily transformed into a good α-isomer, the olfactory properties of which would be superior."

The formulas mentioned in the above quotation are as follows:

FORMULA V



FORMULA VI



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Abreast of The Markets

Fine Chemical Market Closes Year In Firm Position. Dutch Give Views On Quinine.

The fine chemical market during the closing weeks of 1947 showed no tendency to deviate from the price position which was maintained practically throughout the year. During the 12 month period from January to December, 1947, the price indexes for fine chemicals rose steadily with but one short-lived reaction in mid-summer. The cost of production situation and the prospects for demand suggested that prices for practically all products would hold firm in the first quarter of 1948 and that the tendency of selling prices would be to rise further. Consumption of most articles seemed destined to continue relatively high.

Numerous price advances are said to have been arranged for the turn of the year. Solvents were the heart of the group for which higher levels of prices have been arranged by some producers. Away from the solvent groups and into the medicinal category, the government believes that quinidine will be in tight supply and short of essential requirements during the full year of 1948, while private trade indicates that 475,000 ounces will have been shipped by June, 1948, and if the medical profession estimate of a yearly need of 700,000 ounces is realized, that much quinidine will be available. Aminopyrene was higher in price, milk powder continued to rise on demand for that scarce material and menthol rose steadily.

The Quinine Situation—A Dutch View

The summer of 1947 provided two surprises that have affected the quinine business and the trade in cinchona bark from which it is derived.

The first was the offering for sale by the U. S. Government of plantations in Costa Rica and Guatemala, started during the war in an attempt to build up a New World supply of cinchona bark.

The second was the announcement by the Dutch that their Javanese plantations had not materially suffered from Japanese occupation, and that, as of July, they had made available the products of over 90 per cent of these plantations.

The implications of both announcements have had profound effects upon American importers of quinine and upon American processors who, before the war, imported cinchona bark for the extraction of quinine here.

Over 300 tons of bark have already reached the U. S. from Java and ample supplies are in sight for the future from the same source. This bark is to be available at the same price as that charged to European manufacturers, without any insistence upon purchase of a quota of foreign-manufactured quinine.

Due to reduction in the incidence of malaria in the United States and competition of synthetic anti-malarial drugs, neither imports of bark nor of quinine manufactured abroad are likely to reach pre-war volume, and unlike most things, quinine still sells at the price set by the OPA in 1942, of 80½c per ounce. Imports of quinine, mostly from Holland, have totalled 600,000 ounces during the last four months, and much more is available when needed. So far from being a shortage, the planters and manufacturers are now faced with a surplus for the very good reason that trees which would normally have been harvested during the war years, have increased in size and consequently yield more quinine.

As to quinidine, the use of which increased here during the war due to its recently discovered efficacy in heart arrhythmias, the shipments up to June 1948, will total over 475 thousand ounces, as against our yearly needs before the war of 126 thousand ounces. Both planters and manufacturers are convinced that if, as some heart specialists have predicted, we shall ultimately need 700 thousand ounces of quinidine yearly it will be forthcoming.

There is thus neither a shortage of quinine or quinidine in sight which is also emphasized by another unexpected feature. Before the war, and during it, many individuals and governments started cinchona plantations, mostly to help malaria-stricken native populations. These comprise extensive plantations in British India and the Belgian Congo, and smaller efforts in Indo-China, Tanganyika, Guatemala, Bolivia and Peru. Only Guatemala and the Belgian Congo produce enough plantation bark for export, but these combined efforts make it a bit archaic to speak of a "Dutch monopoly." Only since the war has the potential of these non-Dutch plantations been realized.

The Dutch have often been charged with burning bark to keep up the price, much as we once killed unwanted pigs or burned wheat. The actual facts are fantastic in view of the implications of the charge. In the past, when more bark was available than could be sold, due to overproduction or failure of an expected malaria epidemic to materialize, the Dutch offered to the League of Nations Malaria Commission all the residue, for several years, at half price for distribution among impoverished malaria sufferers. The offer was never accepted.

The above article is quoted verbatim from a release issued by Norman Taylor, Director, Cinchona Products Institute, Inc., New York.

• Prices quoted in this section were current on the first of this month.

Lower Alcohol Prices Probable

Sharp cuts in the price of Cuban blackstrap molasses may be in the cards for early 1948, men close to Cuban sugar industry executives declare, and it will be good news to almost every phrase of the U. S. chemical industry.

Lower blackstrap prices would mean lower prices for ethyl alcohol, the basic solvent used in the great majority of chemical products and processes.

Market observers base their predictions on two developments:

1. The Reconstruction Finance Corp., agent of the U. S. Government, is abandoning its role of Cuban blackstrap and alcohol sales agent in the United States shortly after the turn of the year. RFC is reportedly sold out of alcohol now and has only a small

(*Continued on page 115*)

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Competition in Essential Oil Import Trade Seen. Menthol Closes Year in Firm Position at High Price Level.

Some sharp competition for United States markets may develop in essential oils between material from Latin America and the Far East when production and offerings from Java, Ceylon and other areas in the South Pacific approach prewar levels.

Sufficiently large offerings from all sources may result in price structures that manufacturers of food flavorings, perfumes and toiletries, insecticides, beverages, proprietary and other medicinal items will find attractive.

Latin American essential oils have in some instances gained a firm footing in United States markets while supplies from the Far East and Africa have been unavailable and production in the West Indies, Central America, Brazil, and other South American countries has expanded considerably during the war and since. Some of these oils will meet with competition from material originating in long established sources when and if production in these spots is revived.

Oil of lemongrass from Guatamala, Haiti and Honduras may meet sharp competition from India lemongrass, oil dealers here believe. Citronella from Haiti and other sources in the West Indies may have to vie for United States markets with material from Java which again is beginning to appear in good supply.

The outlook for a quick increase in supplies from the Far East on a steady basis, however, is at best uncertain, essential oil dealers are quick to point out. Important factors that will decide the size and price of future offerings are exchange rates, political trends, and economic development in the producing areas.

Whether sagging prices will hold to present levels is uncertain also.

Production of essential oils in South America and the West Indies is on a more modern plane in many cases than in the Far East but still requires large amounts of hand labor.

Exports of Petitgrain and Guaiacum-Wood Oil, Paraguay

Declared exports of petitgrain oil from Paraguay to the United States during the first three quarters of 1947 amounted to 35,073 kilograms, valued at $189,328, compared with 70,780 kilograms, valued at $445,211, in the like months of 1946.

Paraguay's declared exports of guaiacum-wood oil to the United States during the first 9 months of 1947 totaled 2,860 kilograms, with a value of $11,293, an increase over 2,040 kilograms, valued at $9,837, in the corresponding period of 1946.

Essential Oil Exports, Reunion

Exports of geranium oil from the island of Reunion during the first 7 months of 1947 amounted to 22,700 kilograms valued at 38,190,000 francs. Of this total, 15,900 kilograms valued at 25,779,000 francs went to France, and the United States took 5,100 kilograms valued at 9,163,000 francs. In the same period, exports of the oil to England totaled 200 kilograms valued at 456,000 francs, and to Madagascar, 1,500 kilograms, valued at 2,792,000 francs.

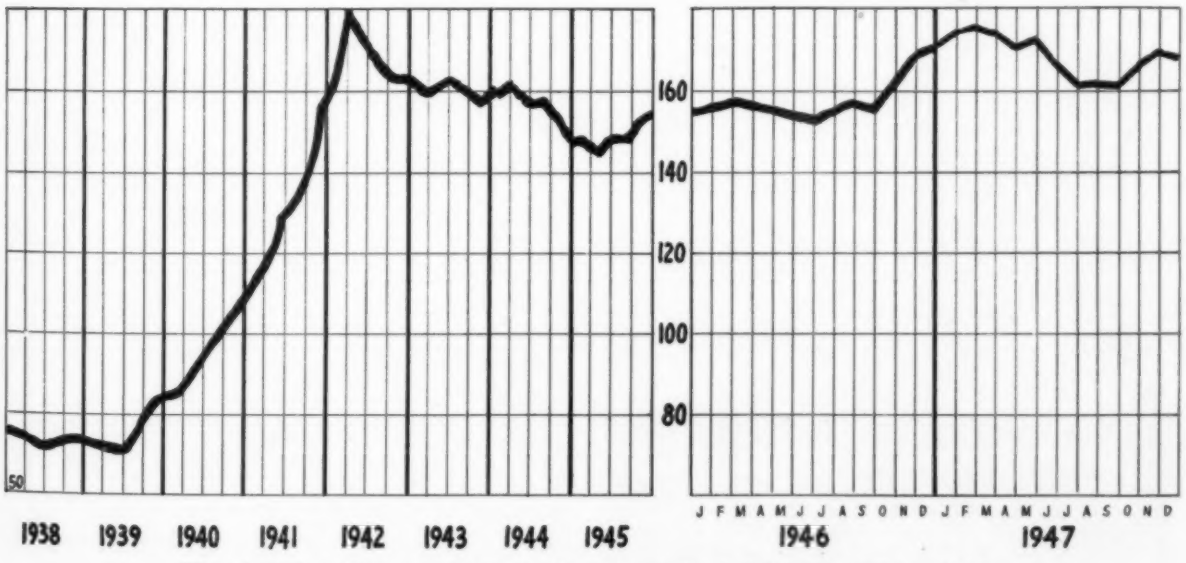
Reunion's exports of oil of vetiver throughout the first 7 months of 1947 amounted to 6,300 kilograms valued at 23,932,000 francs. Principal markets were: France, 5,700 kilograms valued at 21,661,000 francs; the United States, 400 kilograms valuedat 1,572,000 francs; and England, 200 kilograms valued at 699,000 francs.

A total of 500 kilograms of oil of ylang-ylang valued at 669,000 francs, was exported from the island of Reunion during the January-July period of 1947. The sole destination was France.

Camphor Industry Being Rehabilitated, Taiwan, China

The National Resources Commission of the Chinese Government is attempting to rehabilitate the camphor industry in Taiwan, which formerly supplied nearly three-fourths of the world's needs, reports the European press. The industry is said to be now at a complete standstill.

50 Raw Materials—Weighted Price Index. 1926=100.



The price index of fifty commodities for December declined slightly from 169.1 to 168.1.

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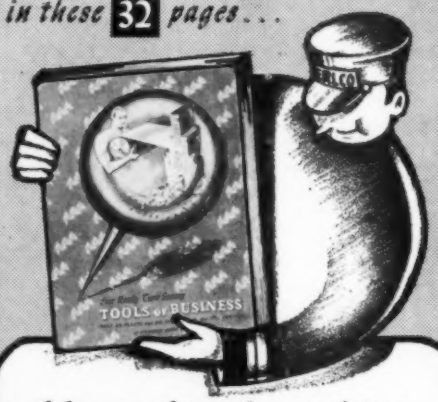

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Chamomile Flowers Roman 5c
Coriander Oil $2
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Eucalyptus Oil 10c
Gentian Root 2c
Lemon Grass Oil 25c
Manna, Large 25c
Small 10c
Menthol 20c
Papain Pure Powder 25c
Sodium Bromide 5c
Spearmint Oil 75c
Strontium Bromide 10c
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White Pine Bark Rossed 2c

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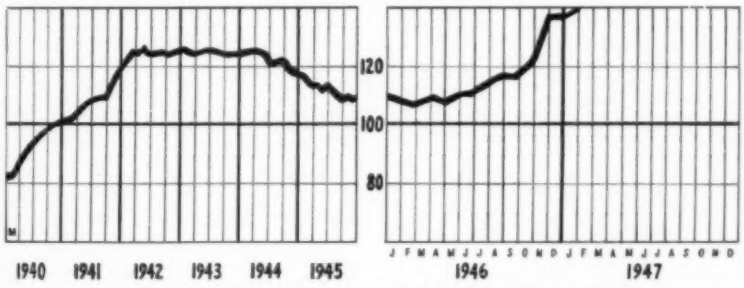
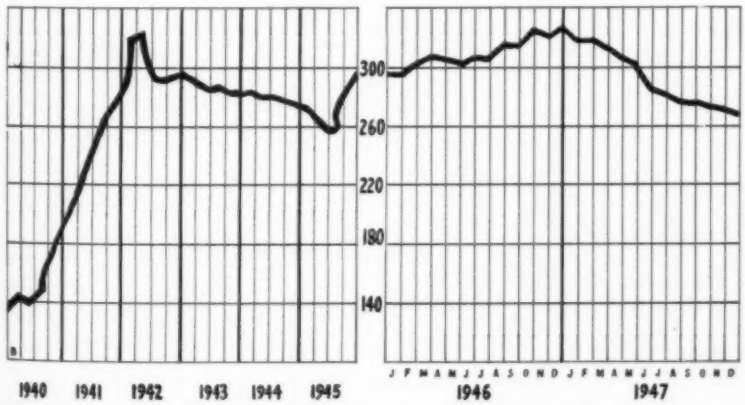
Aloin 75c
Asafetida 5c
Bois de Rose Braz. 40c
Burdock Root 7c
Cantharides Chinese 20c
Caraway Oil 35c
Cassia Oil Redist. 15c
Cedar Wood Oil 5c
Echinacea Root 10c
Elder Flowers 5c
Ergot 35c
Lemon Peel 10c
Lycopodium 15c
Mercury Bisulfate 20c
Iodide Red 15c
Nutmeg Oil 20c
Pennyroyal Oil 80c
Peppermint Oil Nat. 20c
Redist. 15c
Rhubarb Root HD 5c
Saffron Valencia $5
Sarsaparilla Root Hond. 10c
Mexican 5c
Tansy Oil $1.25
Vetivert Oil Java $2
Wormwood Oil 50c

15 Medicinal Chemicals—Weighted Price Index. 1926=100.



The medicinal chemicals index declined from 183 7 to 182.5. Alcohol was lower; menthol advanced.

15 Botanicals—Weighted Price Index. 1926=100.



The botanicals index declined from 281.7 to 277.2. Ergot and rhubarb were down; Balsam Tolu and Gentian advanced.

Menthol Up

With no fresh supplies immediately in sight, and in view of higher cables from Brazil, menthol is sharply higher on spot at from $9.20 to $9.25 per pound, according to quantity. Latest cables from Brazil quote $20 per kilo in contrast to a previous price of $18. Two shipments are believed to be afloat from Japan but it is not expected that these goods will arrive until the middle of January. Stocks here are closely held and with the heavy consuming season at hand some trade factors believe that the market may work higher before fresh lots reach this market.

Exporters in Brazil are holding for better prices, believing that they may be forced to pay fancy prices for the coming crop of peppermint oil. Although some trade factors state that there is a large supply of menthol on hand, consumption is believed to be running at a high rate.

Lower Alcohol Prices Probable

(Continued from page 111)

quantity of blackstrap to dispose of before it will "close shop."

2. Cuban planters and producers are in the process of appointing the Sugar Institute of Cuba as the sole sales agency in that country.

A committee of Cuban planters and producers met in Cuba and unanimously approved a resolution declaring the Sugar Institute the exclusive sales agent for blackstrap molasses, trade sources here advise. This resolution will be presented to Cuba's president, Ramon Grau San Martin, for the issuance of a presidential decree. This decree can be expected within the month.

At first thought, consumers might expect that an exclusive Cuban sales agency will be a Cuban counterpart of the United States, RFC, and certainly the Cuban agency will attempt to get the highest possible price for blackstrap molasses that can be negotiated.

However, two factors will prevent the Cuban agency from getting a blackstrap price as high as the 31c per gallon obtained through competitive bidding by the RFC on its last sale to United States distillers, observers say:

1. The increasing, omnipresent threat of synthetic alcohol production in the United States which may reach as high as 100,000,000 gallons by the end of 1948 representing two-thirds of the United States' normal annual consumption of ethyl alcohol.

2. The bumper crop of Cuban mo-

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lasses, estimated to toal 265,000,000 gallons has not been sold and harvesting starts within the next 30 days. Cuban planters and producers are increasingly nervous over the problems posed by crop accumulation and are stressing sales as their No. 1 objective, trade sources here state. Cuban trade publications and advisers have reaffirmed this in urging producers to "study the market as they sell," not before they sell.

With the threat of synthetic alcohol competition and the pressure of a bumper crop of molasses which poses problems of storage for Cuban producers, U. S. blackstrap consumers will be in a favorable position to hold out against the Cuban sales agency for a more reasonable blackstrap price than they were ever able to get from the Reconstruction Finance Corp.

Observers here agree that Cuban producers will never get the near-record 31c per gallon received by the RFC in recent sales. They will make no prediction as to how low blackstrap prices may go, however. Any prediction at this date would be in the realm of pure speculation, they declare.

However, one fact is outstanding: if fermentation alcohol, made with blackstrap molasses is to compete with synthetic alcohol, then it must be made with blackstrap selling in the range of 15c to 17c per gallon.

A breakdown of the Cuban crop as to prospective supplies for major consuming channels might be as follows: Of the total crop estimated at 265,000,000 gallons, approximately 45,000,000 gallons will go to Cuba's own uses, about 50,000,000 gallons will be necessary to meet Europe's needs, another 70,000,000 gallons will be necessary to meet the requirements of live stock feed and the remaining 100,000,000 gallons will be available for United States distillers and consumers in the food industry.

Mercury Easy

Quotations for mercury remain at a low level ranging from $79 to $82 per flask. Although mercurial manufacturers are reported absorbing fair quantities of the metal, the raw material market as a whole displays a heavy tone in view of the tremendous quantities hanging over the world market. Stocks here including those held by Government agencies are believed very heavy.

The long expected shipment of mercury from Yugoslavia has arrived. The lot consisting of 1,500 flasks arrived on the steamer Wellesly Victory. The cargo has an estimated value of about $85,000 based on current market prices. Since Yugoslavia came into possession of the Idria mine at Trieste in Northern Italy, it is quite possible further substantial lots of this metal will come out of that area since this mine has in the past produced very substantial amounts.

There are also reports in the market to the effect that a sizeable lot of mercury was recently shipped from Russia to Brazil. Some reports place the quantity at 150 tons. A Reuter report from Madrid states that mercury has been discovered in considerable quantitites near Tibidabo hills on the outskirts of Barcelona.

Sesame Cultivation and Exports, Nicaragua

Sesame is the only oilseed of commercial importance grown in Nicaragua. Production of sesame from the 1947-48 harvest is estimated by the trade at 240,000 quintals (1 Spanish quintal equals 101.4 pounds). With favorable weather conditions, the crop may reach 300,000 quintals.

At the beginning of November, there were no stocks available from the 1946-47 harvest, and the new crop harvest will not commence until December.

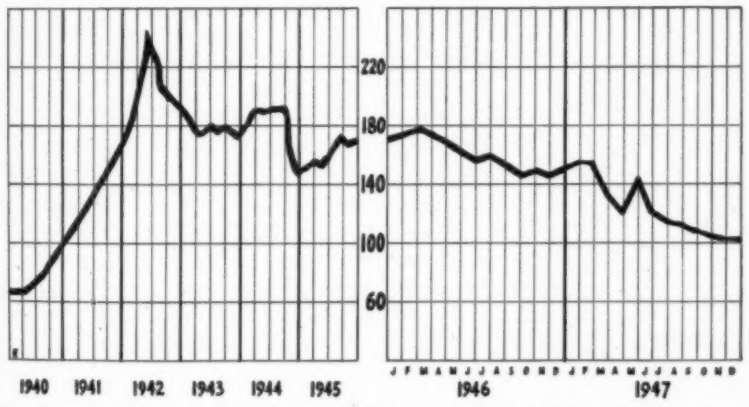
Demand is strong, with inquiries being received from the United States, Costa Rica, Venezuela, and Europe. Though few definite commitments have been made, it is felt that perhaps one-half of the exportable surplus will be sold to the United States, with the remainder divided between Costa Rica and European markets.

Nominal price at the beginning of November 1947 was $14 to $15 (United States currency) per 100 pounds for Sesame seed, f.o.b. Corinto.

There is every reason to believe that sesame will maintain its position as one of the most important agricultural export crops of Nicaragua.

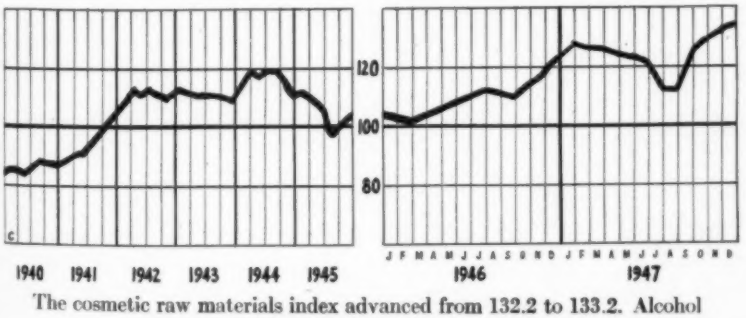
The crop is well suited to the terrain and climatic conditions of the Western lowlands of the country, and its cultivation has been facilitated by increased mechanization.

15 Essential Oils—Weighted Price Index. 1926=100.



The essential oils index declined fractionally from 113.6 to 113.5. Anise, Bergamot, Eucalyptus were higher; Bois de Rose, Cassia, and Peppermint were lower.

25 Cosmetic Raw Materials—Unweighted Price Index. 1926=100.



The cosmetic raw materials index advanced from 132.2 to 133.2. Alcohol was down; Balsam Tolu and Menthol advanced.

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Salesmen's Compensation Plan

(*Continued from page 39*)

(6) Is it apt to encourage cream-skimming?
(7) Will it tempt salesmen to promise more than they can deliver?
(8) What has been the effect of similar plans on the good will and respect of the public? Will salesmen have enough incentive to sell customer satisfaction along with the product or service?
(9) Does it give salesmen a really sound basis for a career and enable them to plan confidently for the future?
(10) Is there likelihood that the earning opportunity may be either oversold or undersold when salesmen are hired?
(11) Does the plan reward ability and effort with reasonable uniformity, or does it make things too easy in one territory and too hard in another?
(12) Does it recognize the difference between established territories and those where the pioneering is just getting started?
(13) Does it give salesmen a special incentive to develop NEW business?
(14) Does it ALSO provide for protecting and actively developing business from established customers?
(15) Does it encourage—or discourage—the sort of customer service for which the company's management stands?
(16) Does it give control against the overstocking of merchants or overselling of merchandising and advertising cooperation?

The tough road ahead makes it imperative that our sales management machinery be in good working order. The stiff test of competition will determine how effective a job we have done. If we keep in mind, however, that sales management's basic control is a fair and aggressive compensation and incentive plan, our job should be that much easier.

Products for Diarrhea

(*Continued from page 42*)

Aside from their mechanical protective action, these products probably also act in part by solidifying the feces and thus lessen the growth of harmful bacteria.[18] The insoluble bismuth salts, such as the subcarbonate, subnitrate and subgallate, are often used in treating diarrhea and dysentery. Bismuth has an astringent action and, because it coats the intestinal tract, it also exerts a protective effect. Bismuth subcarbonate, the most popular of these compounds, is often administered in powder or tablet form, preferably after each abnormal bowel evacuation.[18]

A common bismuth preparation, which is shaken vigorously before being administered every hour or so, consists of:

Bismuth subcarbonate	**1 Gm.**
Chalk mixture (U.S.P.)	**4 cc.**

Some doctors prefer milk of bismuth (bismuth magma N.F.), a suspension in water of bismuth hydroxide and bismuth subcarbonate, while others prescribe bismuth subgallate or subsalicylate because of their astringent properties. Bismuth subnitrate is less seldom used since it is liable to cause nitrite poisoning under certain conditions.[6] This danger has been stressed in a recent report by Wallace[19] on a case of acute methemoglobinemia in an infant given this compound for diarrhea.

Kaolin preparations have found wide use in place of, and sometimes in conjunction with, bismuth compounds. Classed as a gastro-intestinal protectant[18] and valuable for its adsorptive power,[20] kaolin (aluminum silicate) has long been employed in China for the treatment of diarrhea and is used in modern medicine for the same purpose. As noted by Goodman and Gilman,[21] kaolin is effective if the diarrhea is caused by an agent capable of being adsorbed, as for example, in cases of food poisoning or infection with organisms causing dysentery.

In cases of diarrhea, kaolin may be administered as a suspension in water. It is frequently combined with other substances to provide more rounded anti-diarrheal preparations. It is advantageously used, for example, with aluminum hydroxide.[22] A particularly good adsorbent, aluminum hydroxide has the advantage of being an amphoteric substance and can be produced in the form of a gel.[20] One well-known proprietary product for the control of diarrhea through more effective adsorption consists of a mixture of kaolin and aluminum hydroxide.

Kaolin is also advantageously combined with pectin. The idea of using pectin stems from the recognized efficiency of scraped, raw, ripe apple in the treatment of infantile diarrhea.[23] A modern preparation, based on this principle, utilizes a blend of several varieties of apples in powdered form It is said to retain all the pectin, uronic acids, tannic acid and cellulose of the fresh fruit and is marketed for the treatment of diarrhea in both infants and adults.

With the discovery that it is the main active component in the apple therapy of diarrheal disorders, pectin began to assume an important place in the treatment of these contitions.[23,24] Described as a gastro-intestinal detoxifying agent, the most generally accepted theory as to pectin's mode of action is the one presented by Manville.[25] He attributes the detoxifying properties of pectin to its high content of galacturonic acid. This acid is capable of forming conjugation products with many toxins and thereby converts them to nontoxic substances.

Currently, thousands of pounds of purified pectin, much of it obtained from citrus fruits, are being used for treating diarrhea and bacillary dysenteries. Not only is it used alone in the form of capsules and tablets, but also as a component of many anti-diarrheal mixtures. As already mentioned, pectin is often mixed with kaolin. Such combinations form the basis of a number of ethical proprietaries as well as standard

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hospital products. An example of the latter is given by Franche[26] in the following formula for a kaolin-pectin magma:

Kaolin	**20.0 Gm.**
Pectin	**0.6 Gm.**
Compound almond elixir, to make	**100.0 cc.**

To be used for its adsorbent and demulcent actions in the treatment of diarrhea, the dosage is 15 to 30 cc. three or more times daily, as indicated.

Another mixture for use in gastro-intestinal disturbances, where the adorptive qualities of kaolin and the protective and absorptive properties of pectin are desired, has been suggested recently by the New Jersey Joint Committee on Professional Relations.[27] Providing a pleasant-tasting, sugarless preparation, the mixture is made from:

Kaolin	**20.00 Gm.**
Pectin	**1.00 Gm.**
Tragacanth, powdered	**0.50 Gm.**
Benzoic acid	**0.20 Gm.**
Soluble saccharin	**0.10 Gm.**
Glycerine	**2.00 cc.**
Oil of peppermint	**0.15 cc.**
Distilled water, to make	**100.00 cc.**

Combinations of pectin and agar, with Dextri-Maltose to provide carbohydrate, have proved useful for making special foods to control diarrhea in infants and young children.[28,29] Products of this kind, however, are controlled by patent.[30]

Although not as much used as formerly, activated charcoal may also be employed as an adsorbent in cases of diarrhea.[6,21] If desired, it may be mixed with an equal part of kaolin; two teaspoonfuls of the preparation being taken in hot tea every three hours.[31]

Valued as an intestinal protectant, chalk mixture U.S.P. is particularly serviceable in the acid diarrhea of infants.[15] As already indicated, chalk mixture is useful in combination with bismuth subcarbonate. It is also often combined with tincture of opium or tincture of kino to produce very effective agents for checking diarrhea.[32] Where a powdered product containing chalk and other useful materials is desired, Lascoff's[33] formula may be used. Providing sufficient material for tea powders, the mixture consists of:

Phenyl salicylate	**3.3 Gm.**
Bismuth subnitrate	**6.6 Gm.**
Prepared chalk	**5.0 Gm.**
Oil of peppermint	**0.6 cc.**

In the more subacute stages of diarrhea, astringent preparations are occasionally administered. Tannic acid is sometimes used internally for the symptomatic treatment of diarrhea, especially in children. The insoluble derivatives, like acetyl tannic acid and albumin tannate, are to be preferred for oral administration because they have the least action on the stomach and the most extensive action on the intestinal tract.[21]

According to Mitchell,[6] however, such astringents apparently have little effect.

The action of the opium alkaloids in checking peristalsis and causing constipation is desired in various diseases and syndroms, among them being exhausting diarrheas and dysenteries.[21] To relieve pain and restlessness and to lessen peristaltic action, opium in some form is given in doses consistent with age. Obviously, opium preparations should not be administered routinely but only against otherwise uncontrollable pain or excessive diarrhea, and only after it is certain that the causal irritant has been removed.[15] Thus, where diarrhea is caused by acute food or drug poisoning, such agents are not prescribed until the offending substance has been evacuated by a suitable cathartic.

Undoubtedly the most popular opium preparation is camphorated tincture of opium, commonly known as paregoric. Although paregoric is said[21] to represent a needlessly complex therapeutic survival of former days, Burlage's[34] survey indicates that it rates very high among prescription items. As a matter of fact, camphorated tincture of opium held sixth place among the most frequently used drug preparations.

Paregoric is frequently administered as such in doses proportioned to the patient's age. Frequently, however, it is advantageously combined with other materials useful in the treatment of diarrhea. Among the most favored preparations are mixtures of paregoric with bismuth compounds. For example, bismuth subcarbonate may be added to paregoric to form a mixture which must be shaken before administration. Usually 0.5 to 1.0 Gm. of bismuth subcarbonate per 4 cc. of final mixture is used.[26]

A somewhat more elaborate preparation calls[35] for the use of:

Bismuth subnitrate	**12.0 Gm.**
Spirit of chloroform	**8.0 cc.**
Camphorated tincture of opium	**12.0 cc.**
Chalk mixture, to make	**90.0 cc.**

Another favorite combination is paregoric with milk of bismuth, as in the following prescription:[31]

Camphorated tincture of opium	**30.0 cc.**
Milk of bismuth	**60.0 cc.**

To replace this popular preparation and to obviate the need for the opiate, Englehardt[36] has developed a special formula for treating diarrhea. To be given in 1 or 2 ounce doses after each bowel movement, this preparation consists of:

Pectin	**8.00**
Glycerine	**10.00**
Syrup	**40.00**
Benzoic acid	**1.00**
Water	**100.00**
Amyl acetate	**0.30**
Alcohol	**3.00**
Amaranth solution	**0.67**
Magma bentonite, to make	**1,000.00**

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Then, there's the Home Relief type of quiz, conducted locally. Here the object, apparently, is to minimize rumors of national inflation by proving that even on the Dole some people can afford a mink coat.

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Always interesting is the investigation of prize fighting. The recent Jake La Motta-Billy Fox fight, according to critics, seemed more a promotion by Arthur Murray than Mike Jacobs. Sol Strauss, the matchmaker, wound up in a bigger waltz than the Viennese composer of the same name.

•

But our favorite person for investigations is Howard Hughes. His associates provided more love interest than his movies.

•

And Hughes himself was sharper than his Senatorial interrogators. Senator Brewster, for one, thought he ran into a Hughes Constellation with all four props spinning.

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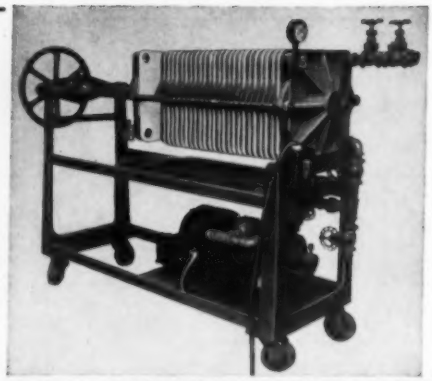

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pills and powders are also prescribed for controlling diarrhea. A mixture of equal parts of powdered opium and camphor may be used as the basis for pills.[16] A formula for a powder preparation is as follows:[21]

Powdered opium	**0.05 Gm.**
Animal charcoal	**0.50 Gm.**
Bismuth subcarbonate	**0.50 Gm.**

Other drugs are sometimes used to help relieve spasm. The barbiturates and belladonna are often useful.[12] Preparations combining these two agents are available from a number of sources. The sedative action of barbiturates like phenobarbital is employed in some forms of chronic diarrhea. Such sedatives are especially useful in diarrheas of the neurogentic type.[15]

It was long recognized and generally admitted that so-called intestinal antiseptics or disinfectants were of little value in cases of diarrhea.[6] With the introduction of the sulfonamides new hope was offered for effective antibacterial action in the gastro-intestinal tract. Today the sulfa drugs have assumed an established place in therapy of bacillary dysentery and are effective in the treatment of the parenteral infections responsible for diarrhea.[37] These drugs are valuable in dysenteries caused by the Shigella group of organisms, but are not indicated where Salmonella organisms are responsible for the condition.[38] In bacillary dysentery treatment with sulfa compounds is particularly effective in the acute condition, but these drugs are also valuable in the chronic disease and for carriers.[39]

Two types of sulfonamides are used in treating bacillary dysentery. There are the poorly absorbed compounds which may be maintained at high concentration in the intestinal contents while the blood level remains low. Then there are the more readily absorbed compounds which are also of value in enteric infections.[37] In discussing the use of absorbable sulfas in the treatment of acute bacillary dysentery, Painton and Hartman[3] have pointed out that this condition is not confined to the intestinal mucosa, but is a tissue and systemic disease as well.

As noted by Watt and Gutelius,[38] absorbed sulfonamides have proved to be effective in Shigella infections, and of these, sulfadiazine, sulfapyrazine and sulfathiazole are the most valuable in the order given. Among the poorly absorbed compounds, sulfaguanidine has had wide usage and has yielded good results in the treatment of bacillary dysentery.[17,40] However, there seems to be a growing preference for succinylsulfathiazole (Sulfasuxidine), which is efficacious and causes fewer implications.[3,38,41] Attention is also being directed toward another poorly absorbed sulfa compound which is said[42,43] to possess certain advantages for treating bacillary dysentery. This drug is phthalylsulfathiazole (Sulfathalidine). Some physicians employ the combined action of both the absorbable, and poorly absorbed sulfonamides. Felsen,[16] for example, suggests the administration of sulfathiazole or sulfadiazine plus succinylsulfathiazole. Of course, adequate precautions are necessary with the use of sulfa compounds.

The possible value of sulfonamides in treating epidemic diarrhea of the newborn has also received considerable attention.[44] In their recent survey, Feldman and Anderson[10] noted that there are numerous reports, both favorable and unfavorable, on the use of the various sulfa drugs in this condition. With one exception, the value of the absorbable compounds has been judged as questionable. This exception is the work of Leff,[45] who feels that if sulfathiazole is given at the first sign of diarrhea before dehydration, acidoses and metabolic upsets occur. The drug is of great value in controlling epidemic diarrhea of the newborn. These conclusions, say Feldman and Anderson, require further study. They note that sulfaguanidine and succinylsulfathiazole have also been given extensive therapeutic trials. Some workers feel that these agents are effective in shortening the course of the disease, while others do not agree with these observations.

Of course, sulfonamides have been used in combination with other antidiarrheal agents. For instance, in treating cases of bacillary dysentery in a Japanese internment camp, Molenkamp obtained good response by the combined administration of sulfaguanidine and tincture of opium, plus dietetic measures. Quite recently, one of the larger pharmaceutical houses has made available a preparation containing succinylsulfathiazole, pectin and kaolin as the active ingredients. It is indicated for the treatment of specific and nonspecific diarrheas.

As might be expected, penicillin has been tried in the treatment of infectious diarrheal disorders. Although Garcia[47] has stated that penicillin is valuable for acute epidemic infectious diarrheas in children and the newborn, other workers[10,48] report that this antibiotic does not seem to influence the course of these conditions.

Recently, Pulaski and Amspacher[49] stated that penicillin is not effective in the treatment of bacillary dysentery. They did report preliminary studies which indicate that streptomycin may be a valuable therapeutic agent in these disorders. The results of treatment in enteritides due to Salmonella and Shigella organisms were generally favorable. Results in infantile diarrhea, although some deaths occurred, were usually good and sometimes dramatic. They believe that the use of streptomycin in disease of the gastrointestinal tract seems indicated, especially as a substitute for the sulfonamides in cases where these drugs cannot be used.

The search for specific agents to treat diarrheal diseases has led down many trials. The biological approach for agents to treat bacillary dysentery has led to the development of sera, bacteriophage and vaccines. Many polyvalent sera have been prepared for bacillary dysentery but their value has been questionable.[40] They have been employed in the treatment of severe cases, but the use of these sera does not preclude the adequate administration of sulfa drugs.[17,50] Results of therapeutic trials with dysentery bacteriophage have been inconclusive and often disappointing.[3,51,52] Extensive studies of dysentery vaccines as

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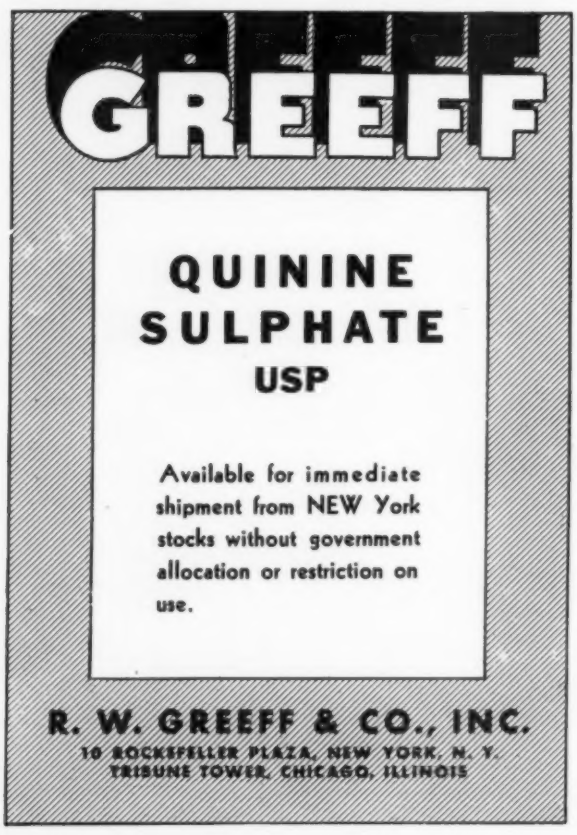
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now available indicate that they have no practical value in the control of these infections.[53]

A number of effective agents are available for treating amebic dysentery and amebiasis.[40, 50, 54] Treatment is essential to prevent both the spread of the disease and the later development of more severe symptoms in the individual. The acute symptoms of amebic dysentery are controlled by emetive hydrochloride, but this useful drug is a relatively ineffective amebicide and must be used with caution.[37] The iodo-hydroxyquinoline drugs, like chiniofon and disdoquin, are considered[55] to be the most efficient and safest amebicides available. Carbarsone, the best known of the arsenicals, is also an effective drug.

Vitamins, of course, are essential in the therapy of diarrheal disorders. During the last year or so, folic acid, a member of the vitamin B group, has proved effective in the treatment of sprue. This disease, which is widespread in the tropics and subtropics, is characterized by malnutrition, anemia and diarrhea. A number of reports[50, 57, 58] have shown that administration of folic acid clears both the anemia and the diarrhea. In a small series of cases, Carruthers[59] obtained significant results with folic acid therapy in the control of chronic diarrhea.

In severe diarrheal disorders, such as advanced dysentery and diarrhea of the newborn, supportive therapy is essential to prevent dehydration, acidoses and collapse. In discussing the treatment of severe dysentery, Shattuck[17] states that when dehydration occurs it must be combatted by the intravenous administration of saline solution. Acidoses develops occasionally, particularly in young children. This requires the administration of sodium bicarbonate by mouth when possible, otherwise intravenously.

The treatment of epidemic diarrhea of the newborn, as outlined by Meola,[60] consists of restoring the fluid balance by the subcutaneous or intravenous administration of normal sodium chloride, lactate Ringer's, glucose and Hartman's solution. Following hydration, plasma or whole blood is administered to give the infant a boost.

Gunn[61] has pointed out that if dehydration and intoxication continue in cases of infantile diarrhea, depletion due to protein starvation can occur. Plasma can be given intravenously but a saving of time might be effected by administering some of the protein in the form of amino acids. Citing the precautions necessary in intravenously administered preparations, he recommends the following solution:

Casein hydrolysate (10%)	**25.00 cc.**
Human plasma	**20.00 cc.**
Hartman's solution	**40.00 cc.**
Glucose solution (50%)	**10.00 cc.**
Methionine solution (4%)	**2.50 cc.**
Cystine hydrochloride solution (4%)	**2.50 cc.**
Ascorbic acid (10%)	**0.05 cc.**

Tests should be made on each batch of solution for bacteriological sterility, for pH (nearly 7.3), and for osmotic pressure.

More recently, Glynn[62] has remarked that amino acids should be valuable in the maintenance therapy of epidemic diarrhea of the newborn. Even when the prognosis is poor, the picture is brightened somewhat when an amino acid preparation and glucose are given parenterally in place of or in addition to oral feeding.

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(Continued from page 33)

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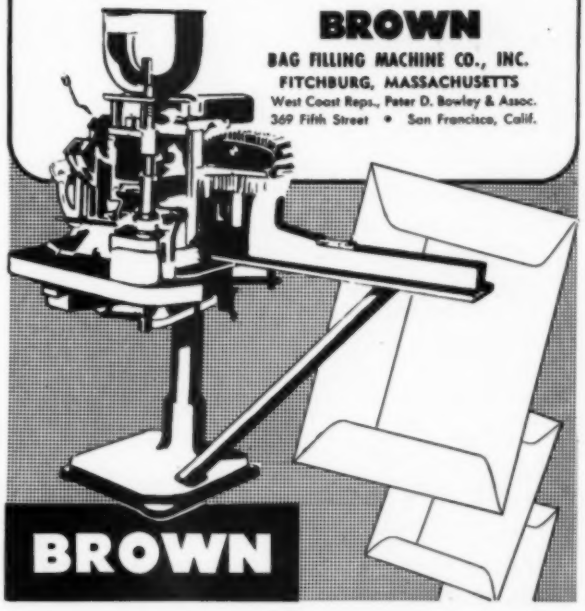

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scientific controls we talk about in our advertising being employed in the plant, his faith in the firm is greatly strengthened. I shall never forget my visit to the H. K. Mulford Biological Farms at Glenolden, Pa. I saw smallpox vaccine, diphtheria antitoxin, rabies vaccine, streptococcic serum, and other biologicals being made and tested. I watched calves, horses, hogs, rabbits, monkeys, dogs, and cats while they were making their contribution to the relief of human suffering, and I know that what I saw at Glenolden helped materially when I was calling on physicians in New York State.

When you have completed the job of conducting the representatives through the manufacturing and testing processes, you can supply them with all available literature on the products and start teaching them how to be successful in the field. Lectures on the nature and purpose of the products by your scientific staff are important, and then the sales clinic should approximate the conditions under which the man will work in the field.

Step four depends on adequate supervision. When the man has finished his training at the plant and home office, send him to an experienced, successful member of your staff for further coaching. Make sure that the man to whom you entrust new representatives really knows how to teach. Recently, a young chap I know was sent to work with an older representative, and was greeted with, "I don't know why they sent you to me—you can't learn anything from me. I sell differently from anyone else." As I am very familiar with the facts in this case, I can agree that the young man could not learn anything from the older man to whom he was sent for coaching. Good coaching pays dividends in the form of increased sales. If you haven't a good coach on your representative staff, go look for one—he will be a valuable asset to the firm. If your staff is large enough to justify the use of supervisors be sure that your supervisors are good coaches. Be sure that they can teach the representative how to: Get the physician's attention; Hold it; Ask for the order.

Step number five is retraining. Even though you have spent time and money on the selection, training, and supervision of your staff, retraining programs are not only advisable, they are essential to the continuing success of a sales staff. Men who have been with you for years will fall into error. They need refresher courses. If any of you chance to be members of the New York Sales Executives' Club you know that every year this Club conducts postgraduate courses for sales managers. The grand ballroom of the Hotel Roosevelt is filled with successful sales managers listening for a word or hoping for a thought that will help them to be more successful.

Have you been impressed by the good music produced by Fred Waring and his Pennsylvanians? You have perhaps heard that Guy Lombardo has a very large income because of the success of his Royal Canadians. How many hours a day to you suppose these leaders devote to coaching and rehearsing their men?

They are selling music, and they know that without proper coaching their men are likely to give a poor performance. We sing the old songs best because we have rehearsed them more often. Our representative staffs will do a better job selling and detailing when we have really learned the value of ample rehearsing.

We must help our men find the shortest route to the order or prescription. They can rightly hold us responsible for failure to provide proper coaching and leadership. They can hold us responsible if we fail to impress upon them the need for constantly rehearsing their sales approaches.

All the detailmen, all the salesmen I have ever talked with are greatly interested in learning how to do a better job. They want to learn more so they can earn more. Let me tell you about this little incident. When I was conducting the class in Medical Detailing at the Business School of Columbia University, we had a student who worked for a firm which manufactured a cough preparation. He wanted to learn how to get the physicians to specify his product. Cheracol and Syrup of Cocillana were so firmly entrenched that he was finding it very difficult to make any progress. We analyzed his problem and we wrote a brief approach to the physician which he used. At the end of his first month he was clicking to the extent that he received a satisfactory increase in salary. He was successful because he was helped in the development of a good sales approach to the physician, and he rehearsed this so frequently that it became a part of him.

Many manufacturers of parenteral drugs also manufacture some prescription specialties. Their men should be taught how to get the order for the injectables and also sell the physician on the wisdom of specifying their prescription specialties. That this can be done successfully is attested to by the rapid growth of prescription products with penicillin producers. The doctor buys parenteral penicillin; he prescribes penicillin ointments, tablets, troches, and suppositories. Manufacturers of androgens and estrogens for parenteral use have also developed prescription products for oral administration. These are detailed to the physician by the same representative who takes the order for the injectables which are used by the physician in his office.

I am certain that if you will follow the steps outlined for productive detailing, namely:

1. Insure the quality and therapeutic usefulness of your products;
2. Use care in selecting the men who will represent you;
3. Institute a thorough training program;
4. Give your men proper supervision;
5. Protect your original investment in manpower by refresher or retraining courses.

You will be rewarded by:

1. A marked decrease in representative turnover;
2. An increase in your sales volume.

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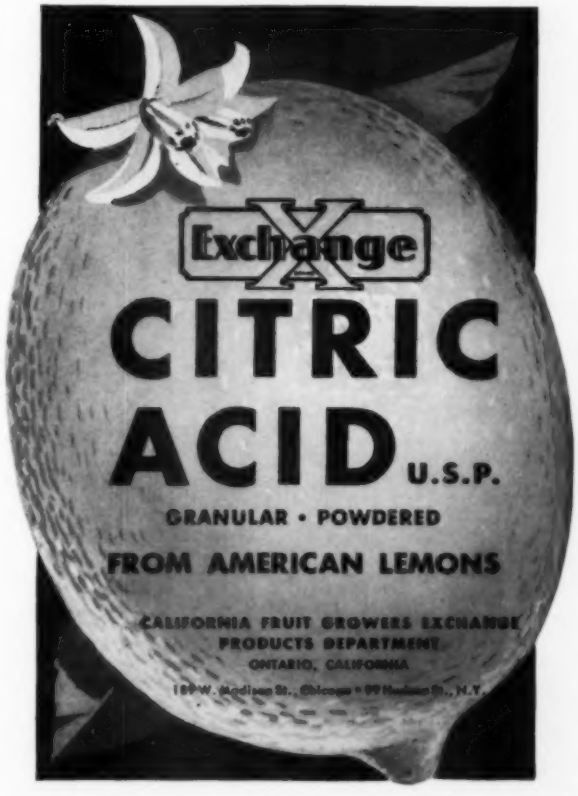

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Methods for Evaluating Petrolatum

(Continued from page 43)

rays from a standard light source are directed at a 60° angle against the petrolatum's surface. The light* reflected from the surface impinges on a photo-electric cell, which in turn activates the reflection meter. The meter, which has been pre-set to read 100 when a clean class slide is used, gives a reading directly in per cent reflectance. This reading is defined as the "Luster Index." Petrolatums that have been tested have Luster Indices ranging from 5 to 75. The higher the Index, the more lustrous the petrolatum.

The heat stability of a petrolatum—its ability to resist deterioration on heating—is of particular interest to those pharmaceutical and cosmetic manufacturers, who have to subject petrolatum to high temperatures in the course of their manufacturing processes (as, for example, in the preparation of sterile ointments).

The test for determining heat stability is based upon the fact that petrolatum, when heated for any length of time, undergoes a chemical change, manifested in the development of peroxides. The amount of peroxides that is present in the petrolatum may be measured by a method described in the *Journal of Industrial and Engineering Chemistry*, March 1934, page 243. By this method, a sample of the petrolatum is treated with potassium iodide solution, and the iodine that is liberated from this solution by the peroxides in the petrolatum is titrated with standard sodium thiosulphate. The number of millimoles of peroxide per kilogram of oil that is equivalent to the thiosulphate used is designated as the Peroxide Number.

The Heat Stability Test itself is conducted in the following manner: A sample of the petrolatum is maintained at 220° F, and aliquot portions are withdrawn at regular intervals and tested for peroxide formation. Since there are always some peroxides present in the petrolatum, a peroxide number of the order of 5 may be expected early in the test. The testing is continued until there is a big jump in Peroxide Number as, for example, from 5 to 20. The numerical expression for heat stability obtained by this test is the number of days for which the test is run before a radical jump in Peroxide Number takes place.

A petrolatum of particularly good heat stability will not show evidence of excessive peroxide formation under these testing conditions for several days.

The light stability of a petrolatum is its ability to resist deterioration resulting from exposure to light. Such deterioration produces a discoloration, as petrolatum users well know. It is difficult to measure the degree of discoloration by conventional colorimetric methods because of the unusual color shades that are encountered. However, it has been found that a discolored petrolatum reflects a lower proportion of incident light than is reflected from a similar sample prior to discoloration. This fact has been used as a basis for a Light Stability Test.

*Manufactured by Schaar & Co., Chicago, Ill., *Model 610, †Model 660A.

The same photovolt reflection meter and search unit that are used for the "Luster Test" are employed here for measuring the discoloration of the pertolatum. In this case, however, the reflected light is passed through a blue filter. The test is conducted by exposing a sample of the petrolatum to ultra violet light for a specified period of time, and then measuring the intensity of reflected light with the reflection meter. The meter is pre-set at 100 for the reflection from a sample of the same petrolatum that has not been exposed to light. The meter reading for the exposed petrolatum is defined as the "Light Resistance." The Light Resistance is, thus, a percentage value, with the reflection from the unexposed petrolatum taken as 100%. A highly light stable petrolatum may have a Light Resistance of the order of 90%. Petrolatums of high light resistance are of course preferred by the cosmetic and pharmaceutical manufacturer.

The Consumer Be Served

(Continued from page 31)

manufacturer is going to have to face. Every item of expense will have to be analyzed to determine whether or not it is justified. Today there is little justification for extravagant operations. Their continuance must be reflected in one of two ways—increased cost to the consumer or an unwarranted drain on the resources of the manufacturers.

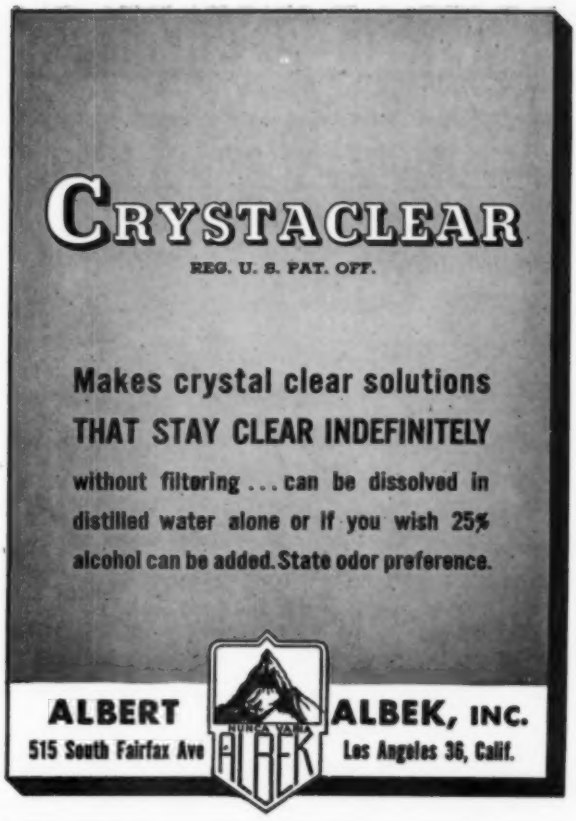
Most extravagances tend to feed the ego, and 1948 is going to provide little room for egotists. This does not mean that glamor and atmosphere can be overlooked. They are fundamental elements of our business, but quality merchandise at a price acceptable to the consumer is an even more fundamental requirement for lasting success.

All lines and all items do not of necessity lend themselves to big volume operations. In 1948 we may readily and justifiably see some increases in retail prices. The manufacturer's obligation is to avoid such increases as long as he may do so without jeopardizing the strength of his own organization. Weak organizations cannot service the public effectively.

Consumer value and the best interests of the retailer are synonymous. Consumer value means volume over the counter with a minimum of sales effort, advertising expenditure, returns, claims for credits, etc. Merchandise offering high value to the consumer also produces quick turnover, absence of write-offs, a minimum of shopworn articles, and the almost complete elimination of returns to the manufacturer.

It is the obligation of the retailers of this country to co-operate with the manufacturers of our industry to insure the continuance of the delivery of merchandise of high quality representing maximum consumer value.

Manufacturers and distributors of cosmetic and perfumery products in many instances have refrained from making changes in their sales policies even beyond the time when such changes have become apparent necessities. They have known that the Federal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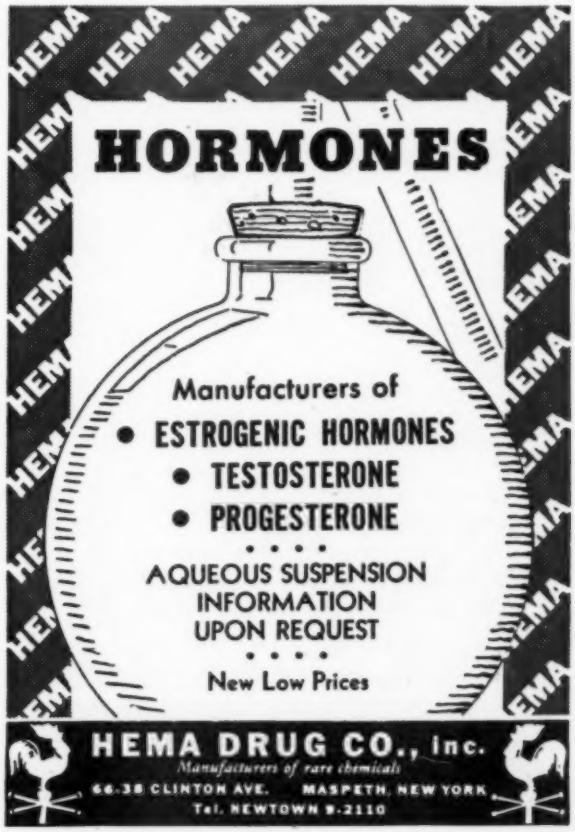

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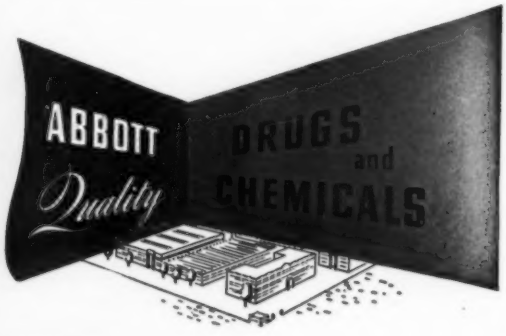

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Trade Commission intends to issue a set of rules. They don't know what these rules will be. They definitely feel that the rules may force a curtailment or the elimination of certain forms of merchandising activity. Rather than make policy changes based on their own economic necessities, and a short time after that have to make other changes based on a set of Trade Practice Rules, they have delayed making moves that might tend to disturb their vendor relations.

Manufacturers in our industry have a very keen appreciation of the value of the dealer's good will. The industry has grown and prospered as a result of the mutual efforts of both elements. In many instances the ordinary buyer and seller relationship has almost merged into a joint and highly co-operative effort. Any team to function properly must work together. This requires an appreciation of the functions and ability to perform of each member of the team.

The need of team work in 1948 is apparent at this moment, and will become increasingly so as the year progresses. It is going to require a thorough knowledge of the rules of the game.

I am going to make a few suggestions. Top management, merchandise managers and buyers should reread the Robinson-Patman Act. They should review the operations of their toilet goods departments in the light of what the Act says. When the Trade Practice Rules are issued they should study them carefully. This will give them the basic knowledge necessary to a proper understanding of the reasoning in back of any changes in policy by manufacturers.

Evaluate your lines. If a line has proven of worth to you in the past, and you believe in its future, prepare to work with its manufacturer on a sound basis. Do not expect, do not urge, in fact do not accept from him anything your good business sense tells you he cannot afford to extend to all of his trade to the extent required by the Robinson-Patman Act. Don't develop a picture of special circumstances entitling you to special treatment unless you and your attorney are confident that the manufacturer as well as your store would be willing and able to justify the action in court.

If a company is maintaining a special representative in your store, be sure that you give its line sufficient support to justify its continuance. If the volume you do cannot justify the expense and you still believe the special representative to be advantageous, be willing to assume a reasonable share of the special representative's salary. Don't cut girls' salaries. Don't reduce the high standard of girls behind the counters of your toilet goods department. Make it a point to maintain complete stocks of the lines you feature.

Nothing is more discouraging to a special representative or to the company for which she works than the loss of sales due to inadequate stocks.

In 1948 let's face the matter of returning goods to manufacturers or distributors. We all know that this is a highly uneconomic practice. It costs the store money and imposes unwarranted losses on manufac-

turers and distributors. Merchandise that is unsalable due to faulty manufacture should certainly be returned. Merchandise that has become damaged in your stock should be returned for reconditioning subject to reasonable handling and reconditioning charges. The return of merchandise that is in salable condition merely to reduce inventory is an extravagant practice and an unwarranted abuse of the supplier-dealer relationship.

The buyers and the stores should accept their normal responsibilities. To realize the full sales possibilities during the holiday season a certain amount of carry-over is normal. Merchandise properly prepared for gift selling can be sold the year round. Excessive returns are an admission of inefficient buying.

Before making a return, review the conditions under which the merchandise was bought and if you can sell the merchandise within a reasonable time, don't send it back.

Merchandise bought on a guaranteed sales basis indicates a lack of confidence on the part of either the buyer or the seller or both, and in most instances it had better remain unpurchased.

In 1948 we can again look forward to increased volume. The extent of the increase will be determined by the degree of value, service and satisfaction we deliver to the consumer.

Government's contribution should be a change in taxation and a reasonable and understandable set of Trade Practice Rules.

Manufacturers' contribution must be a continued and increased effort to produce merchandise of high consumer value.

Retailers' contribution should be a reasonable consideration of our mutual problems and a full measure of co-operation.

The slogan for 1948 should be —"The Consumer Be Served."

Principles of Perfumery

(Continued from page 37)

as given by Gildmeister and Hoffman, runs as follows:

Stearoptens	**25 to 30%**
Alcohols	**65 to 75%**
Esters	**12 to 50%**
Aldehydes	**1 to 2%**
Unknown constituents	**5 to 10%**
Acidity	**0.3 to .5%**

We will first dismiss the Stearoptens. They are this waxy substance that causes Otto of Rose to congeal at low temperature. They have no odor value whatsoever. Moreover, their solubility in alcohol, especially in low concentration, is very small.

Alcohols: The average percentage of Alcohols is about 75%. Among the Alcohols identified in the Otto of Rose are Geraniol, Citronellol, Nerol, Rhodinol and Phenyl Ethyl Alcohol. There have been quite a number of controversies about the chemical structure of Rhodinol. It has not been finally decided whether it is a chemical entity, or a natural mixture of Loevo-Citronellol and Geraniol. In practice, we perfumers

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call Rhodinol the Alcohols extracted from the Oil of Geranium. Rhodinol constitutes a better product to use in a fine Rose than a mixture of Geraniol and Citronellol, which are not as fine in odor, but are interesting to use in cheaper grades. Nerol is another important constituent of the Rose odor, as well as Phenyl Ethyl Alcohol.

Esters: 14 percent percentage of Esters is a good average percentage. This could be constituted by a mixture of the following Esters:

2%	Geranyl Acetate
1%	Citronellyl Acetate
1%	Neryl Acetate
1%	Rhodinyl Acetate
2%	Phenyl Ethyl Acetate
1%	Geranyl Iso-Butyrate
2%	Geranyl Phenyl Acetate
1%	Phenyl Ethyl Iso Butyrate
3%	Phenyl Ethyl Phenyl Acetate
Total 14%	

Aldehydes: Aldehyde C-8 and C-9 have been identified in Otto of Rose in the proportion of 1 to 2 per cent.

Acids: The acidity of Otto of Rose has been found to be between 0.3 to 0.5%.

The acids that have been identified are Phenyl Acetic, Acetic, Iso-Valeric, Iso-Butyric, and Caproic. These acids are difficult to use and we prefer for a synthetic Rose to use 0.4 per cent of Phenyl Acetic Acid alone.

There now remain unknown constituents in the proportion of 8.5 per cent. What are we going to do about these 8.5 per cent?

We have several choices, and the easiest one would be to add 8.5 per cent of *genuine* Otto of Rose. Another solution would be to select among the Aromatic Specialties offered by the trade, one that will constitute an appropriate finishing touch to our Rose. Third, we can select among the Aromatic Chemicals some having a lasting rosy character or fixative value such as the Crystalline Substances offered under the trade-names of Roacetol or Rosefix or a small amount of Cinnamic Alcohol or Essence of Styrax. In any case, the addition of a small amount of Otto of Rose will always be useful to round out our Rose Oil.

Now suppose that we have at our disposal a complete collection of Synthetic Floral Oils, of Aromatic Chemi-

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cals and Specialties, and Essential Oils, all in 10 per cent solution, and we want to create a perfume.

The first step is to select our main ingredients. In this instance, let us suppose we choose Base "A," a combination of persistent aromatics with a type of odor that is generally liked, and that we could characterize as being the so-called Oriental type (heavy, warm and tenacious). This Base is like a beautiful woman who needs to go to the dressmaker. In order words, it needs the frills that will make of it a finished perfume.

We have to find the proper top-note to give it lightness diffusion, and aggressiveness. Among the products mostly used by perfumers to top a perfume are: First, the Citrus Oils, Bergamot, Lemon, Orange, Cedrat, Tangerine, Lime, etc.; the more sophisticated perfume oils such as Angelica Seed, Costus, Estragon, Ylang Ylang, Clary Sage, etc.; the fatty Aldehydes, such as those in C-8, C-9, C-10, C-11, Lauric, and Methyl Nonyl Acetaldehyde; the Aldehydals, Aldeols, etc. which are trade names for Aldehydes of different kinds, and finally, Aromatic Chemicals other than Aldehydes which have a high floral character. These strongly scented products should be put in 1 per cent solution, and added in small amounts one after the other until the proper balance is found.

Peppermint and Spearmint

(*Continued from page 45*)

rose from a low of $4 a pound to $12.25.

In an endeavor to evaluate the possible trend of the mint oils the fact that domestic production from the last crop is large and a satisfactory quantity of oil must eventually be exported, should be given prime consideration. Exports of American peppermint oil have reached a figure as high as 40 percent of total production during one year. It is problematical whether such a figure would be reached during the period of economic stress abroad. The vague Marshall plan, however, might help the export situation in the mint oils.

Detrimental to a market price decline in the mint oils during 1948 is (1) The threat of another round of wage increases; (2) The apparent additional rise in freight rates; and (4) Rising price levels reflecting the increasingly high cost of new production.

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FOR SALE: Standard Automatic "Samco Jr." Vac. Bottle Filler; Buffalo Vac. Drum Dryer 24" x 20"; Abbe Pebble Mill 24" x 36", 30 gals.; Stokes Vert. High Vac. Pumps; Manton-Gaulin Stainless Steel Homogenizers; Devine No. 3 Vac. Shelf Dryers; Knapp Can Labeler; Stokes & Smith & Day Powder Fillers; Triangle Box Sealers & Carton Gluers, also Wrapping Machines; Edson 6 & 8 spout siphon bottle Fillers; Stokes & Colton Tablet Machines ½" to 1-3/16"; Day & Robinson Dry Mixers 50 to 2500 lbs.; Sharples No. 5A Stainless Steel Centrifuges; Sperry & Shriver Filter Presses 18" x 42"; New Stainless Steel Alum. & Copper Jack. Kettles, 30 to 500 gals.; New Portable Elec. Mixers ¼ to 2 HP; Pumps; Mixers; Filters; Grinders; Crushers & Pulverizers; Sifters; Stills; Soap Machinery; etc. We buy your surplus equipment. Stein Equipment Co., 90 West Street, New York 6, N. Y.

First, Check with First for good equipment. Large stock of Tablet Presses, Stokes, Colton and Klux; Stainless Steel Mixers, Kettles, Tanks, Evaporators, Dryers, Extractors, Centrifugals, Colloid Mills, Pulverizers, Filling and Labeling Equipment. Wrapping and Packaging. Send for First Facts just out First Machinery Corp., 157 Hudson st., New York 13, N. Y.

FOR SALE: Dry Powder Mixers 600 lbs., 1200 lbs., 2000 lbs., 9-World or Ermold Semi-automatic Labeling Machines; 2-World Rotary Automatic Labellers, motor driven, late serial number; 1-Stokes 79-80 Filler, Closer, Clipper, motor driven; 60-Stainless Steel, Aluminum, Copper, Glass lined, jacketed Kettles, some agitated; 2-Stokes "R" single punch Tablet Machines, 2½" dia., 7-Stokes, "F", ¾"; 1-Karl Kiefer Rotary 8 Spout Vacuum Filler; 14-Copper percolators, 20" to 36" dia.; 1-No. 2 DH Micro-Pulverizer, 4-No. 1 SH; 66-Tanks; 26-Stainless Steel, 250, 350 gal.; 40 Aluminum 800, 650 and 250 gal. Send for latest copy of Consolidated News listing complete stock. We buy your surplus equipment. Consolidated Products Co., Inc., 20-21 Park Row, New York City 7, N. Y.

FOR SALE: Stokes & Smith Model GI Universal Powder Fillers; Stokes and Colton Single Punch & Rotary Tablet Machines, for ¼" up to 2½" dia. tablets; Gump Triple Screen Sifter New 3½' x 6'; 5-Day Dry Powder Mixers, 200 lb. to 5000 lb. cap.; Day Ro-Ball Sifter triple screen separation, 20" x 48" M. D.; Approx. 25,000 Ft. Steel Roller Conveyor 14" to 36" widths—liquids fillers, Stainless Steel Tanks and Kettles, Portable Agitators, Belt Conveyors, Labelers, etc. Send for Bulletin A-19 for complete Listings. We buy your surplus. The Machinery & Equipment Corp., 533 West Broadway, New York 12, N. Y. GR. 5-6680.

Machinery Wanted

HIGHEST PRICES PAID FOR GOOD EQUIPMENT. FIRST MACHINERY CORPORATION, 157 Hudson St., New York 13, N. Y.

Machinery Wanted

GET MORE FOR YOUR SURPLUS EQUIPMENT: List it with our bureau and sell directly to the next user. 50,000 manufacturers get our offerings regularly. They need such units as Fillers, Mixers, Labelers, Tablet Machines, Pharmaceutical Equipment, or what have you to sell. For quicker action and better price, send full details and your price to Equipment Finders Bureau, 6 Hubert St. New New York 13, N. Y.

WANTED: Good used high or low pressure boilers, any size or type. Also used smoke stacks, pumps, motors, pipe, valves and fittings. Give complete information, prices and location in first letter. Otto Biefeld Co., Watertown, Wis.

Help Wanted

AROMATIC AND FLAVOR SALESMAN: Salesman with some knowledge of Essential Oils, Aromatics and Flavor Materials, for the Southeastern States. Wonderful opportunity for a young man to connect with a progressive, well established company enjoying an enviable reputation. Salary and commission. Car essential. Box Ja-1, Drug & Cosmetic Industry.

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RESEARCH EXECUTIVE: Thorough experience in pharmaceuticals as director of research and development with record of achievement in the development of new research specialties. Organic Chemist Ph.D. familiar with patents, research administration (chemistry, evaluation in the drug field). Interested in research or development position. Box Ja-2, DRUG & COSMETIC INDUSTRY.

Business Opportunities

WANTED: Drugs—Pharmaceuticals—Solvents—Chemicals—Botanicals—Cosmetics. Other raw materials and supplies. Chemical Service Corp., 90A Beaver St., New York 5, N. Y. HAnover 2-6970.

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MANUFACTURER offers Share-Profit Basis, to experienced Sales Representative with clientele in Perfume Bases, Aromatics, and Flavors. Replies confidential. Box Ja-4, DRUG & COSMETIC INDUSTRY.

H. GEDDES STANWAY, former Dir. Salary and Wage Systems—E. R. Squibb. Now available as consultant—Specialist on—Job Evaluation, Wage and Salary: Supervisory Training Negotiations. 60 E. 42nd Street, New York City, Va. 6-4972.

EUCALYPTUS OIL U.S.P. Distributor for Australian producer, invites inquiries. Wm. Harris 1320 West 5th Street, Los Angeles 13, Calif.